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BROADCASTING

Broadcast Advertising

Vol. 16 • No. 1

JANUARY 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION Miami University

A *Play* *(in much less than one act)*

FOR A FEW MOMENTS OF YOUR ATTENTION

THE SCENE *is the office of an agency in New York. It is charmingly furnished with two people, their principal features being one with a hat and one without. The rest can be left to the discretion and taste of the reader. As the Curtain Rises they are in the midst of a heated debate.*

MAN WITH HAT: *WOR, WOR, WOR!* Dammit, that's all I hear. Day in and day out —*WOR!* Use *WOR!* It's not original.

MAN WITHOUT: Can you top it?

M.W.H.: Let me think.

M.W.: How about suggesting that Old Ekins *double* his time on WOR?

M.W.H.: (*carried away*) Double his . . . That's it! Something *new!* Someth . . .

M.W.: Nothing new about that at WOR. It's an old habit with its sponsors.

M.W.H.: (*a little disturbed*) Well . . .

M.W.: Wait. Take it easy. We've never really sold the old man on WOR. We've never told him that it covers the 1st, 3rd and 18th greatest markets on earth . . .

M.W.H.: . . . and that more than 73% of its sponsors are among the country's greatest space-and-time bigshots . . .

M.W.: . . . don't forget that it carries more national spot placements than any station anywhere . . .

M.W.H.: (*rushing for door*) and wait till he *sees* those WOR success stories!

M.W.: (*shouting after him*) Watch out for that receptionist with the buck teeth. She's dynamite. Get to the old man by the fire-escape!

(*Curtain*)

WOR

AUDIENCE MAIL IS AUDIENCE PROOF

42,535 LETTERS IN ONE WEEK

75% OF THE TOTAL FROM THESE FOUR PROGRAMS:

● **5:30-6:00 A. M.**—This program, broadcast when "nobody could be listening", received a total of 4,645 letters from 41 states and Canada.

● **7:45-8:00 A. M.**—A children's show that received 4,115 letters, each containing a package seal—100% proof of purchase.

● **1:45-2:00 P. M.**—5,468 listeners wrote to this household hint feature enclosing their favorite recipes and time saving tricks in the home.

● **2:15-3:00 P. M.**—A homemakers' participating program received 6,686 letters from a mid-afternoon women's audience. The prize was a basket of WLS advertised products.

WLS Gets Results

ANY TIME OF DAY

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

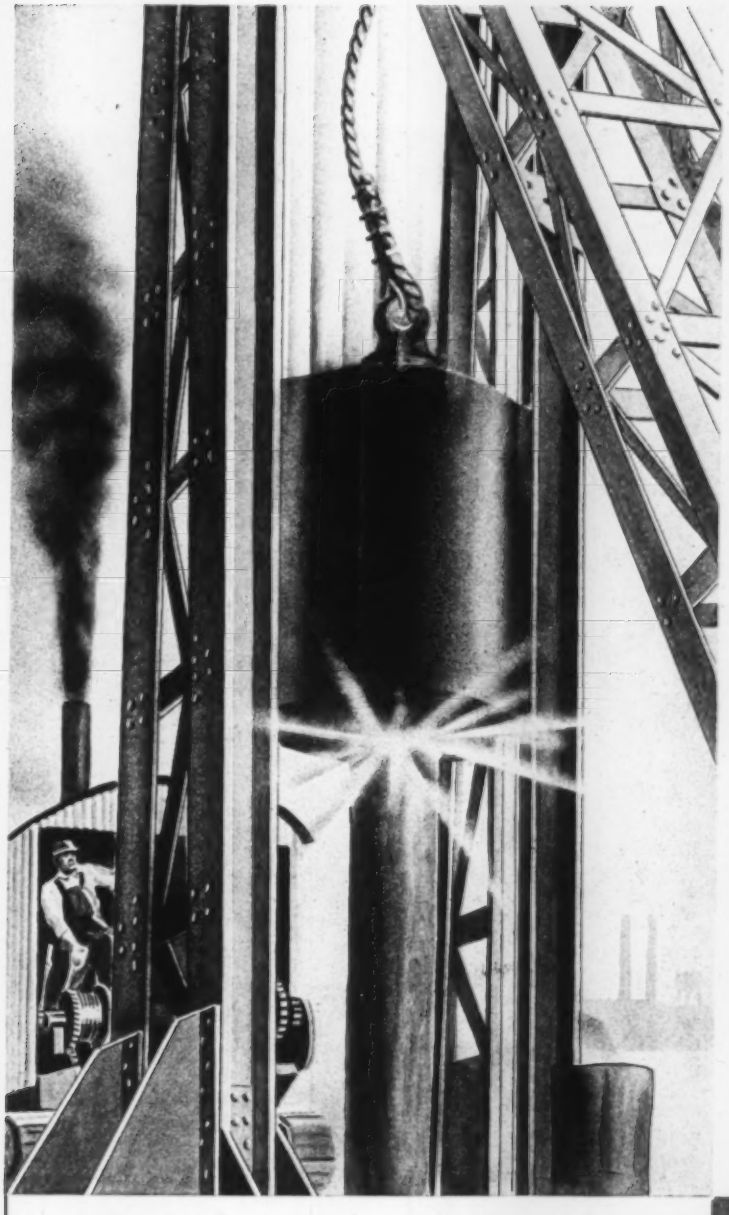
Represented by

JOHN BLAIR AND CO.

New York · Chicago · Detroit
Los Angeles · San Francisco
Seattle

XUM

IMPACT!



— to pound home your message in New England's major markets

THE emphasis of your sales messages in New England must be spread over many key markets, situated throughout that extensive territory from the Connecticut shore of Long Island Sound to Aroostook County in Maine.

Coverage so effective and comprehensive demands an unusual medium. This is provided by The Yankee Network with 16 popular local stations located in the urban shopping centers of all important trading areas.

Through these 16 stations, giving direct access to all cities of 100,000 population and over and many in-between centers, you may reach more than 8,000,000 prospective customers with a campaign of such impact that its results are certain to be registered, with surprising speed, in your sales for this area.

This is the most complete radio coverage of New England you can buy at any price.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

WNAC	Boston	WFEA	Manchester
WTIC	Hartford	WSAR	Fall River
WEAN	Providence	WNBH	New Bedford
WTAG	Worcester	WHAI	Greenfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn

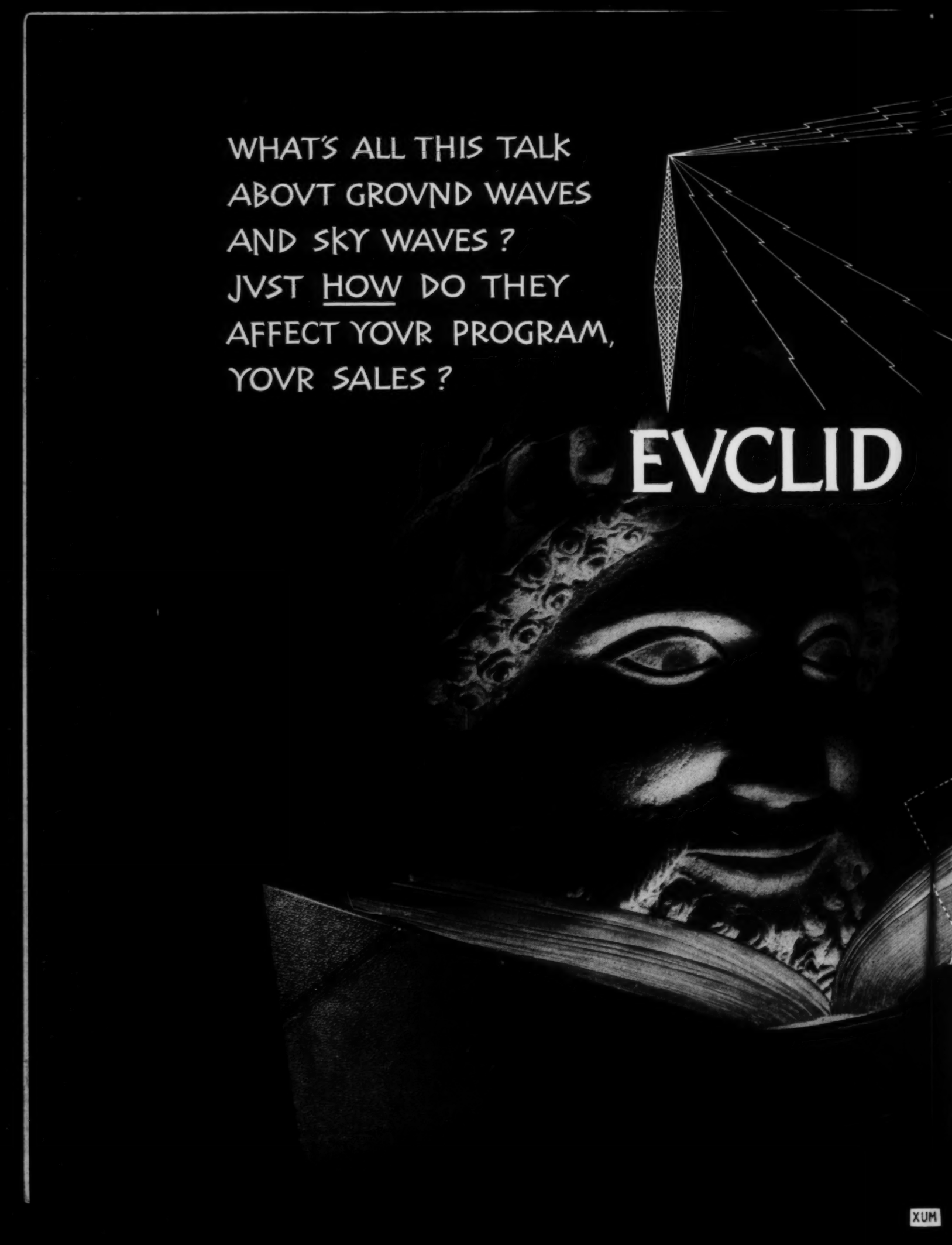
THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

WHAT'S ALL THIS TALK
ABOVT GROVND WAVES
AND SKY WAVES ?
JVST HOW DO THEY
AFFECT YOVR PROGRAM,
YOVR SALES ?



XUM

HAD THE ANSWER

AND IT'S THE SAME AS NBC'S

We'd like to tell you about it!

You know that a distant radio station often can be heard better than one near at hand. But do you know that power may not be the reason? Sky waves, ground waves, kilocycles and other technical aspects are linked up with such situations.

When you seek nationwide radio coverage the *total* result is the result that counts. This or that part of the job may have a certain interest, but—as Euclid put it centuries ago—"the whole is greater than any of its parts."

Nationwide circulation for your radio program means something more—much more—than circulation in the cities where the regular listener-surveys are conducted. It means circulation among consumers in small towns, villages and rural areas, *besides* big city populations. That's the kind of a job the NBC Red Network does for you—and *does better* than any other network.

Ask any NBC Red Network representative to *prove it*—he will arrange to give you the full story of our new nationwide study of "The Forgotten Ten Million" (ten million radio families whose listening habits and preferences have never before been revealed.)

As Euclid would express it: *The Best Coverage + The Best Programs = The Biggest Circulation*—and there's only one solution to that equation, the NBC Red Network!

Do You Know—

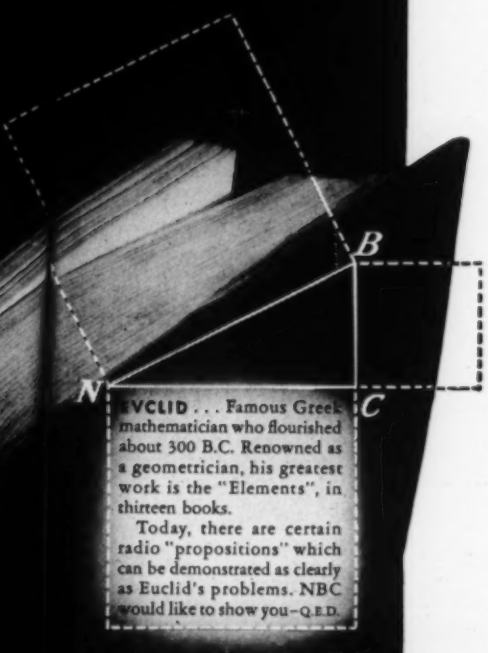
That 50% of all U. S. radio homes—urban and rural—rely on "remote service" from major network stations?

That there are 10,000,000 radio families in the "rural areas of remote reception?"

That the habits and preferences of these 10,000,000 families are not reflected in any studies of city listeners?

That these listeners add a great plus value to Red Network circulation?

That NBC's new survey tells the why and how of all these facts, and what they mean to you? Call NBC for the full story!



EUCLID . . . Famous Greek mathematician who flourished about 300 B.C. Renowned as a geometrician, his greatest work is the "Elements", in thirteen books.

Today, there are certain radio "propositions" which can be demonstrated as clearly as Euclid's problems. NBC would like to show you—Q.E.D.

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

XUM

COMMUNITY SERVICE...

More Than a "Catch Phrase" at WWJ

City of Detroit
DEPARTMENT OF POLICE

"One of the pleasant compensations of my office has been the fine spirit of co-operation which has been extended by radio station WWJ in broadcasting to the public messages of public import. . . . This department knows that it can always look to WWJ when it is essential to bring to the public a program covering any of the fields of police activity."

(Signed)
HEINRICH A. PICKERT, Commissioner.

Old Newsboys' Goodfellow Fund

"I am writing to you as Chairman of the city championship foot ball game committee of the Old Newsboys Goodfellow Fund to express to you the gratitude of the Old Newsboys for the kindly and gracious act on your part in donating the radio time of your station to the Old Newsboys to cover the game. It is but another example of the high public spirit which has always characterized the management of WWJ."

(Signed)
ERNEST P. LAJOIE,
Old Newsboys Goodfellow Fund.

WAYNE COUNTY MEDICAL SOCIETY
4421 WOODWARD AVENUE AT CANFIELD
DETROIT

"The Wayne County Medical Society is glad to have this opportunity of expressing its sincere appreciation of the co-operation which has existed for many years between radio station WWJ and the Society. . . . You have always been most helpful and considerate in assisting us to develop a worthwhile program of information for the public on matters concerning health."

(Signed)
HENRY R. CARSTENS, M. D.,
President.

UNIVERSITY OF DETROIT
McNICHOLS ROAD AT LIVERNOIS
DETROIT, MICHIGAN

"For some six years the University of Detroit has been providing a weekly educational broadcast through the facilities of WWJ. . . . On behalf of the University faculty and administration I wish to thank you for all you have done to make our relations so invariably pleasant."

(Signed)
A. H. POETKER, S. J., President.

The Detroit Council of Churches

"It is now more than seven years since the first Morning Devotions program was broadcast and a great audience testifies weekly to the spiritual help and comfort they receive from these periods of meditation and worship. . . . In expressing our thanks we are speaking also for the thousands who have listened."

(Signed)
HAZEL D. LEONARD,
Acting Executive Secretary.

United States Post Office
DETROIT, MICHIGAN

"I want to express to you my deep appreciation for the splendid co-operation given the Post Office in our 'Greater Use of the Mails' campaign, as well as that rendered during National Air Mail Week through the 'spot' announcements at frequent intervals over the air. I also wish to thank you for the many privileges granted us for talks on the air from time to time in connection with the mail service."

(Signed)
ROSCOE B. HUSTON,
Postmaster.

The Federal Communications Act of 1934 licenses a radio station to operate *"in the public interest, convenience and necessity."*

That WWJ does operate in complete accord with the true meaning of this act, the accompanying excerpts, from recent letters, bear abundant testimony.

And these are but typical of many letters on file at WWJ praising this station for generous time allotments as well as complete programs devoted to community service and civic betterment.

Perhaps that is another reason why every survey of listener preference ever made in the Detroit market has shown WWJ far in the lead of any other Detroit station. Is WWJ on your 1939 schedules?

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

Established Aug. 20, 1920 *Basic Red Network Station*

XUM

The Honolulu Broadcasting Company, Ltd.

is pleased to announce

the appointment of

JOHN BLAIR & CO.

as its National Representatives

Effective January 1, 1939

Offices:

NEW YORK

CHICAGO DETROIT

SEATTLE SAN FRANCISCO LOS ANGELES

K G M B - K H B C

HONOLULU HILO

"The Hawaiian Broadcasting System"

THE GREAT STATIONS OF THE GREAT LAKES

Basic Stations...Columbia Broadcasting System

Here's a market with total retail sales only a fraction under that of Metropolitan New York! A single area in which the effective buying income is more than twice that of Chicago! A compact territory in which there are more than two and one quarter million families . . . their wants supplied by over one hundred thousand retail outlets! It's *your* market within the Golden Horseshoe . . . that part of the great Middle West blanketed by WJR, the Goodwill Station, Detroit, and WGAR, Cleveland's Friendly Station. There's gold for you within the Golden Horseshoe. And these two great stations are your *pick* and shovel!

W·J·R ★ W·G·A·R

THE GOODWILL STATION
Detroit

THE FRIENDLY STATION
Cleveland

The Edward Petry & Company, Inc., National Sales Representatives

• Not even standing room was left in Fremont's big auditorium when the WOW Good Will Follies played in that city.

Fremont Listeners Prove Preference for WOW

• Thriving Fremont, Nebraska, is the center of an important "plus-market" in Nebriowa. Annual retail sales in this market exceed eight million dollars—no small factor in the rich Nebraska-Iowa territory served by Radio Station WOW.

Fremont radio listeners proved their loyalty to this station by turning out 5,000 strong at the WOW Good Will Follies stage show presented there recently. WOW "packs 'em in" for all advertisers seeking to sell this rich middlewestern market.

• W. C. Motter, secretary-manager of the Fremont Chamber of Commerce, promises WOW's Lyle DeMoss the support of his organization.

WOW ★ OMAHA

590 KC • 5,000 Watts • John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society • On the N.B.C. Red Network.

WOW DOMINATES NEBRIOWA'S *Minor* MARKETS, TOO

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 1 WASHINGTON, D. C., JANUARY 1, 1939 $3.00 A YEAR—15c A COPY

1938 Showed Slight Gain; 1939 Hopeful

Advertisers' Budgets, Now Tuned to Volume of Sales, Likely to Be Up; Depression Effects Wearing Off

AFTER a sudden attack of business jitters, complicated by visions of a regulatory nightmare, the business of broadcasting wound up 1938 perhaps a few percentage points ahead of the preceding year's peak and now heads into the new year with bright prospects.

Reports from key business centers, gathered by BROADCASTING'S staff, have a definitely optimistic ring. But there isn't much predicting beyond the first quarter, because advertising budgets have been geared closely to business returns, since the late 1937 and early 1938 recession that became a depression.

Detailed statistics for 1938 are not yet available and won't be for several weeks for the industry as a whole. Despite this, available information tends to bear out the view that 1938 will at least equal the 1937 record year of a $114,222,906 gross and net of approximately $19,000,000 (FCC official figures).

Broadcasters finally have come to the point in their operations where they look toward stability and only gradual, rather than phenomenal year-to-year increases. During 1938 networks as a whole slightly exceeded their business of the preceding year but national spot dropped. Many broadcasters, however, exploited local business more effectively and offset the decline in spot. Moreover, increased operating overhead, entailed mainly through skyrocketing of labor costs and retention of staff orchestras, tended to reduce net returns.

ANA Encouraging

From the Association of National Advertisers on Dec. 22 came a particularly optimistic report. Half of the national accounts surveyed by ANA reported they planned to invest an average of 15% more in advertising in 1939 than the preceding year. An additional 42% will not cut their appropriations. About 84% of the same companies anticipate better sales than in 1938, with the average expected increase quoted at 13%.

Because ANA represents some of the largest advertisers in the country and because a substantial number of its members are radio accounts, the forecast is regarded as significant. It covered 182 leading national manufacturers who spend yearly from $50,000 to more than $1,000,000 each in all lines. These include petroleum products, drugs, toilet articles, grocery products, textiles and wearing apparel, household appliances, insurance, iron and steel. About the only classifications omitted from the survey were automobile and cigarette manufacturers, groups which represent a substantial portion of national radio business and which from all indications intend to maintain their radio pace.

Expect Sales Gains

"It is encouraging to note," said Paul B. West, president of ANA, "that these national manufacturers, on the whole, are planning for 1939 with more confidence than has been evident over the past three or four years. Eighty-four per cent of those replying expect better sales than in 1938, 13% anticipate the same as in 1938, and only 3% expect a decrease. Only 8% plan a decrease in advertising and this is due almost entirely to peculiar industry conditions.

Mr. West

"At the same time, advertising budgets are being kept flexible, perhaps more so than ever before. Few national advertisers find it possible to set up a rigid annual budget. Provision is made in most cases for reviewing the budget semi-annually, quarterly or even monthly. Thus, adverse business or political conditions will result in quick downward revisions. At the same time, many of those at present planning the same expenditures for advertising as in 1938, indicated that their budgets would be increased later if their expectations of better sales prospects are realized.

"The increased dollar expenditure for advertising will not, of course, mean an equal increase in volume if advertising costs continue to go up, as indeed they have since 1929. That is a condition which has and is worrying national advertisers and certain shifts in media may occur as a result. Profitable sales can only be made as a result of profitable advertising. When the cost of a medium becomes too high, the manufacturer is, of course, forced to turn to other media to carry his message to the public."

Tighter Requirements

A sobering influence developed during 1938 and will receive impetus during the new year on acceptability of accounts. Steps being taken toward self-regulation, which got underway in November, are expected to crystallize in an industrywide ban against certain types of accounts. Moreover, there will likely be a tightening of requirements on commercial credits in the hope of avoiding undue interference on the part of Government regulatory authorities.

According to present estimates, 1938 national network business as a whole will run about 3% ahead of 1937, despite the jolt given the industry last summer when cancellations became rampant.

Retail radio receiving set sales during 1938 dropped off considerably in dollar volume, according to a compilation made for BROADCASTING by O. H. Caldwell, editor of *Radio Today* and former member of the Federal Radio Commission. His figures showed total set sales during 1938 of 6,000,000, as against 8,064,780 in 1937. The value of 1938 set sales was placed at $210,000,000 as against $450,000,000 for 1937. The grand total of sales of radio apparatus for broadcast reception, including sets, tubes and auto sets, was placed at $300,000,000 for 1938 as against $537,000,000 for 1937.

Mr. Caldwell estimated that as of Jan. 1, 1939, there were 28,000,000 homes with receiving sets as against 26,666,500 in 1937, although auto receivers in use in 1938 aggregated 6,000,000, an increase of 1,000,000 over the preceding year. Radio sets in use in the country at the end of 1938 totaled 40,000,000 as against 37,600,000 the preceding year.

NBC estimates for the year are $41,000,000—some 7% over 1937. CBS, on the other hand, is expected to reflect a 4% or 5% reduction as compared with the preceding year with a figure of about $27,300,000. MBS, newest of the nationwide groups, is expected to show a gross billing of $2,900,000, which would be about a one-third increase over the preceding year.

Radio men in New York, Chicago, Detroit, Hollywood and San Francisco unanimously predicted substantial increases in business for 1939. Canadian prospects were expected to vary slightly better to considerably better during the year. From Detroit, automotive mart, comes word that much of the ground lost in 1938 due to labor troubles will be made up in 1939.

NEW YORK

NETWORKS, representatives, agencies and broadcasters, in the nation's first market look optimistically toward 1939. But they would not go beyond the first quarter in making prognostications.

Networks declare business on the books for the first months of 1939 exceeds that for the corresponding period of last year. In the national spot field, representatives with one or two exceptions generally see an upward trend. Agencies are unanimous in the view that radio billings look as good now as they ever did for any year.

Major agencies report that their clients are out of the doldrums and ready to go after business. While 52-week contracts are not as plentiful as in the past, experience shows that 13-week schedules get renewed regularly and end up at the 52-time rate.

In retrospect, the New York feeling is that radio more than held its own during 1938 as compared with other media. Because 1937 was a boom year, 1938 did not compare so favorably in comparison in certain groups. For example, CBS lost considerably more business during the 1938 summer than it did the preceding year. NBC, however, managed to maintain its summer schedules on a

Pats for Kicks: A New Motto for Radio — *An Editorial*

AT THIS season, when thoughts turn to peace and good will and all men look hopefully into the New Year, it seems appropriate to view the shape of things in our own little sphere and observe the radio scene for what it might (and should) be.

Instead of existing in an atmosphere of acrimony and recrimination, dissension and suspicion, distrust and innuendo, how much better it would be for Radio if there flowed more milk of human kindness, with cooperation, agreement, trust and faith as guiding lights for an industry composed of men of good will and regulated by men of equal good will.

Naturally Utopia isn't even around the corner, but there is a happy middle ground that can be reached. The big trouble seems to be that a lot of our people, official as well as industrial, live with the big stick ever in their hands and view too much with alarm. They appear to have lost the basic quality of good humor.

Let's start with the FCC. The regulation of broadcasting is a serious business. But is it necessary to glower and roar and rattle skeletons at every turn? Is it written in the law that the Commission should take a hell-in-a-hack slant and find nothing right? Or jump whenever a Congressman snorts? The Commission isn't regulating things to suit itself or even the handful of politicos who know the back door. It is supposed to be working in the public interest.

The Commission can't convince us the public is dissatisfied with its radio when, for example, only about 600 citizens took pen in hand to advise it on the late and perhaps not so lamented Orson Welles incident—and half of them gave *The Men From Mars* a rousing cheer. All that after headlines had thundered across front pages the country over.

We have perceived all too great an inclination to regulate by way of threats and press releases—threats, widely publicized, of an exercise of powers which the Commission simply doesn't have. The main idea seems to be that kicks on the shins, not pats on the back, make headlines, and headline hunting has been a mainspring of the regulatory function in recent years.

These words, of course, will have no bearing on FCC methods. We are cognizant of the feeling of several, perhaps a majority of the FCC members, that the industry which is regulated least is regulated best. But we also are aware of the deep-seated friction within the Commission which can only be uprooted by the separation of the irreconcilibles and the chronic troublemakers.

As for intra-industry affairs, self-regulation is the Number One problem. But this is futile unless there is voluntary enforcement. To be sure, broadcasting has its outer fringe, not confined merely to the ill-fed, ill-programmed one-third. Some otherwise topflight stations (in dollar volume) are far from guiltless of policies harmful to radio as a whole, even though they can afford to pick their program sponsors and still show neat returns.

The NAB, under President Neville Miller, is in the process of drafting a code covering program standards. Every station operator, if he values his franchise, will help make the move successful. He will see to it that policing is strict, once the code is promulgated. Otherwise he will be abetting the cause of bureaucrats and those who are awaiting the government-ownership opening.

Of course, broadcasters soon will be faced with the perennial ASCAP. Contract renewals are just two years away. It would be fine to bargain on an equitable basis, instead of one party having a club and the other a prayer. The next two years should see broadcasters working together, building a non-ASCAP reservoir of sufficient magnitude to tide them over even if ASCAP's music were not available. Then they could have both, and at a reasonable price.

But enough has been said, we believe, to prove the need of smiles and good will through competition and adversity, while continuing to give America the world's best radio service.

---

tain its summer schedules on a better basis, aided by a new discount for year-round sponsors.

Main Loss in Auto Field

NBC's breakdown discloses that its loss of automobile business was offset by an increase in tobaccos, foods and laundry soaps. Tobacco maintained its position as a big factor on all three networks.

Automotive advertising shows the biggest single loss during the year for both spot and network. In December 1937, CBS had a Sunday program for Chevrolet, *Major Bowes* for Chrysler, the *Sunday Evening Hour* and *Al Pearce* for Ford, *Hobby Lobby* for Hudson, *Professor Quiz* for Nash, a woman's news program for Pontiac. In December of 1938, only Chrysler and the Ford *Sunday Evening Hour* remained. Likewise many oil companies dropped off.

In December, 1937, NBC was carrying *General Motors Concerts* each Sunday, the *Packard Hour* and the *Pontiac Varsity* program, all of which now are off the air. It had similar setbacks in the oil line but picked up an important tire account when Goodyear Tire & Rubber Co. began using radio for the farm field and bought the quarter-hour adjacent to the *Farm and Home Hour* to advertise its tractor tires.

World Broadcasting System, in the forefront of the transcription spot field, also was hard hit when automotive, notably Chevrolet, dropped. WBS was up 25% for the first half of 1938 as compared with 1937. With the automotive drop, it is expected they will wind up 1938 about even with or a little ahead of the preceding year.

Drug business in the transcription field likewise has tapered off somewhat, probably due to the tightening up of Federal Trade Commission authority but this is believed to be only a temporary reaction.

In summary, the first quarter of 1937 proved unusually good with a lower second quarter, a corresponding third quarter and a very good fourth quarter. The European situation and the accompanying war scare in August and September delayed normal fall business, especially in spot, spreading placement over the entire fourth quarter instead of bunching the orders in September and early October. This resulted in a very sluggish start for the fall schedules. But most representatives think it will gain more business during the first quarter of 1939.

CHICAGO

CHICAGO, second in importance to New York as a business originating point, is decidedly bullish on 1939. The center for dramatic strip programs, Chicago in 1938 also developed the commentator type of program. At the year's end there were nearly 30 commentators on Chicago spot and network programs and the city's radio men feel that there will be a substantial upsurge in this type of business.

Another 1938 trend expected to receive acceleration during the coming year is the increased use of sport broadcasts by national sponsors. Baseball, collegiate and professional football, professional hockey and basketball, all were bought more extensively in 1938 than ever before and expansion of this movement, particularly during daytime, is seen for the coming year.

Some of the large spot advertisers who curtailed appropriations during 1938, such as Alka-Seltzer and Reid, Murdoch & Co., are expected to launch extensive spot campaigns during the new year. Shell Oil will use spots widely during 1939. Chevrolet also is expected to return to national spot but perhaps not on the record-breaking scale of years past.

General Mills, Socony-Vacuum and Kellogg dominated the baseball sponsorship field in 1938 and are expected to continue in 1939. General Mills and Chrysler also sponsored professional and collegiate football while P. Lorillard (Old Golds) is sponsoring this winter's professional hockey.

Several new radio advertisers used spot in 1938 from Chicago. Gibbs & Co. (Bree cosmetics) used radio extensively in six major markets, representing its first use of the medium. J. C. Penney Co. began a Midwestern test that is expected to go national early in the new year. Another new spot account was General Mills' Corn-Kix. Wander Co. increased its spot during 1938 and Procter & Gamble, for Oxydol, started a new spot series called *Central City* as the year ended.

Drawn for BROADCASTING by Sid Hix

"The Sponsor's Going to Say a Few Words—There Goes Our Crossley Rating All to Hell!"

DETROIT

THE OUTLOOK for added advertising appropriations, with radio sharing a normal allotment of the budgets, is a bright one in Detroit where the bulk of the nation's automobile advertising is planned and created.

The introduction of the 1939 models has been distinctly encouraging. Prognosticators of production volume for 1939 estimate that some 3,700,000 of the new models will be produced in the calendar year, this being a near-record advance over the approximate 2,650,000 in 1938. The significance of these figures is doubly amplified when it is remembered that adver-

tising dollars in the automobile plants are doled out almost exactly in proportion to unit sales.

Feeling has been expressed in some Detroit advertising circles that the decline of radio time use in 1938 was due not only to the cramping of funds in the face of a 50% output fall from 1937, but also due to the fact that shows of real pulling power were hard to find. Adherents of this school of thought point to the fact that the only two automotive shows now on the chains are the *Major Bowes* program for Chrysler and the *Sunday Evening Concert* for Ford. Coincident with this observation comes the explanation that Major Bowes has proved an A-1 direct selling vehicle for Chrysler products, and the Sunday evening series has proved as fine an institutional medium of promotion as there is on the air.

Radio directors in the automotive agencies have stayed on the job during the past year, although there was little for them to do. However, they have displayed a most healthy interest in new developments, new shows, and new ideas. It is known that program themes are now in process of submission, and the anticipated increase in volume, together with the uncovering of a novel and effective presentation, will start radio time billings mounting once again next year.

Spot May Revive

Not only are network programs being considered, but there is likelihood that spot presentations may come into renewed favor during the coming year.

Automobile companies realize they can dramatize their products over the air and arouse a come-in-and-look-at-it interest which might not be developed as quickly and economically in other mediums. It appears the basic appropriations will continue to be used in printed media, but after these bases of their campaigns are laid, radio will accumulate an ever-increasing proportionate share as a result of any upturn in business.

Radio went into 1938 with banners outwardly high, but with the agencies already looking ahead to cancellations at the end of current contracts, due to the then-obvious impending sales shrinkage. Almost all of the producers were committed to some specific type of radio programming, and gradually—except in the case of *Major Bowes* and the *Sunday Evening Hour*—these were eliminated, even down to the long-lived Chevrolet *Musical Moments*.

It was probably the sharpest contraction stations had ever experienced from any one group of advertisers. Today, however, the situation is diametrically opposite; although only the two stated shows are on the air on a chain basis, plans are being hatched, and as rapidly as sales support the predictions reinstatements may come along at good pace.

HOLLYWOOD

CHECKUPS with Pacific Coast broadcasters, sponsors and agency time buyers verify the summary contained Aug. 15 in BROADCASTING, forecasting final quarter expenditures to be made for radio. Estimates are that the 1938 total will exceed 1937 volume to some extent, despite slow business conditions on the West Coast during the January-August 1938 period.

It may be safely predicted that early 1939 broadcast appropriations will continue at the present, or at an accelerated tempo for several months which will get the Western broadcasting industry off to a much better start than was the case in 1938.

The aggregate of pre-Christmas advertising in California by retailers was slightly under last year for all media, but this was compensated by the growing use of radio from all classifications of business, and the most active local and regional agencies report the largest lists they have ever had for an early-year start of new accounts for 1939. In many cases, there is shown a division of appropriation really more favorable to radio than ever, with a corresponding reduction in schedules for other media. Agencies handling national accounts in some cases were waiting at the year-end for approval and go-ahead on some recommendations that are designed to bring new accounts to radio for regional network use, either California or coastwise.

California agencies are not ready to release definite schedules on new or old accounts, pending client approval to budgets recommended, some of which they were anticipating would not be booked for commencement prior to middle of the first quarter of 1939. Broadcasters report very few year-end expirations or terminations, and spot orders slated to begin in early 1939 are mounting.

A review of 1938 is interesting from the standpoint of radio achievements on the Pacific Coast, in that CBS and NBC both stabilized their western operations following completion of new Hollywood buildings which gave them both major facilities for broadcasting production. Consequently, a great many top-name commercial programs have, during the latter part of 1938, been produced in Hollywood for national release. This has naturally increased the importance of the film capital in the national radio field. There are presently some more important developments under way which will further identify Hollywood as a field of primary importance, both in radio and television.

Some Improvement Needed

Polling of Los Angeles and Hollywood sages and master-minds has produced some rather interesting angles and indices to the necessary ideal commercial radio programs in the relatively early future. They predict that radio is destined to improve itself somewhat along the following lines:

1. Take a freshened slant at its programs for better technique of production and presentation. Needs new ideas. Originality and greater variety are more desirable now than ever.

2. Better creation and handling of commercials. Lengthy, hackneyed and repetitious commercial plugs are unnecessary and are becoming increasingly nauseating to listeners. Already some sponsors are interpolating clever plugs into programs, but a more universal employment of the subtle is desirable and would be more effective.

3. Spot announcements between commercial programs must be eliminated by the independently-owned network affiliates. The networks must take the initiative on this point and force the issue.

4. Back-slapping a la Hollywood motion picture style, and mutual flattery before microphone by radio principals, cheapens programs and is not conducive to favorable listener response.

5. Growing objection to agency domination of production and lack of artistry in program conceptions, from which radio suffers because of agency disposition to coddle advertising clients, which is of lesser importance than listener approval. Agencies rather than advertisers are to blame for excessive commercializing and lack of balance. The fault here lies largely in failure of broadcasters themselves to exercise control over agency production of programs.

6. Practice of clap-trap is obvious to listeners and offensive when carried too far beyond the point of spontaneous reaction.

Good Year for Talent

7. To listeners, an obvious difference exists between the informal and the cheap by-play on radio programs. Agencies, entertainers, producers and broadcasters seemingly seldom know the difference and regardless of studio audience reactions greater attention to finesse must appear in production and technique of presentation, aimed at listener reactions rather than those witnessing the performance.

Talent personalities of practically all classifications in Hollywood and the Pacific Coast generally, had their most lucrative year in 1938. The 1938-39 appropriation for talent in the motion picture group alone, was doubled during the present season over the preceding one. The same ratio of increase was shown in the talent expenditures by syndicate and commercial transcription producers. Forecast by Hollywood transcription firms is made that the more universal use of commercial transcribed features and the growing demand for sustaining program library material by stations will increase their budgets during the ensuing year for talent. No notable increase in outlay by Southern California stations themselves for sustaining live talent was shown during the past year, but improvement was made in programs through greater use of the more uniform and better produced transcription shows delivered.

SAN FRANCISCO

SAN FRANCISCO appears one of the bright spots in 1939 radio advertising, with only one factor standing in the way—new labor disputes—and that isn't very probable, according to a survey of radio station executives, time buyers at the major agencies and some of the larger advertisers.

It is the concensus that San Francisco stations will enjoy their best year in 1939, that it will even surpass 1938, which topped

(*Continued on page 42*)

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1938

(Compiled for the 1939 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

	Total Sets		Total Tubes Sold		Motor Car Sets		Grand Total: Sales of Radio Apparatus for Broadcast Reception	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922	100,000	$5,000,000	1,000,000	$6,000,000	.....	.....	$60,000,000	60,000	.....	†400,000
1923	550,000	15,000,000	4,500,000	12,000,000	.....	.....	136,000,000	1,500,000	.....	†1,000,000
1924	1,500,000	100,000,000	12,000,000	36,000,000	.....	.....	358,000,000	3,000,000	.....	2,500,000
1925	2,000,000	165,000,000	20,000,000	48,000,000	.....	.....	430,000,000	4,000,000	.....	3,500,000
1926	1,750,000	200,000,000	30,000,000	58,000,000	.....	.....	506,000,000	5,000,000	.....	5,000,000
1927	1,350,000	168,000,000	41,200,000	67,300,000	.....	.....	425,600,000	6,500,000	.....	6,500,000
1928	3,281,000	400,000,000	50,200,000	110,250,000	.....	.....	690,550,000	7,500,000	.....	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000	.....	.....	842,548,000	9,000,000	.....	10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	.....	13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	28,500,000
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937*	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938*	6,000,000	210,000,000	90,000,000	90,000,000	1,000,000	45,000,000	300,000,000	28,000,000	6,000,000	40,000,000

* Figures for sets include value of tubes in receivers. In recent years, replacement tubes have run about 40% of total tube sales. All figures are at retail values. † Includes home-built sets.

Wheeler Asks Monopoly Probe For Investigation of ASCAP

Senator Shows Interest in Music Monopoly and Seeks Information From Chairman O'Mahoney

SENATOR Burton K. Wheeler (D-Mont.), liberal leader in Congress, on Dec. 22 injected himself into the turbulent music copyright situation by formally inquiring of the Temporary National Economic Committee whether it "entertains any thought of investigating this alleged monopoly," referring to ASCAP.

In his letter to Senator Joseph C. O'Mahoney (D-Wyo.), chairman of the Joint Congressional-Department Committee, the Senator evinced deep interest in the subject. He referred to the Department of Justice anti-trust suit against ASCAP pending before the Federal District Court in New York and filed in 1935. On two occasions since the filing of the suit which has been dormant for some time, Senator Wheeler has sought to have the Department follow through but with little success.

NAB Letter Recalled

Senator Wheeler's action in a measure has a bearing upon the Monopoly Committee's work since both Chairman Frank R. McNinch of the FCC and Dr. Leon Henderson, executive secretary of the Committee, had previously announced that they were jointly looking into the matter. Moreover, last August, Neville Miller, NAB president, prepared a letter for transmittal to the O'Mahoney Committee asking that ASCAP be investigated. In this letter, which apparently was never formally transmitted, Mr. Miller, in the name of the industry, urged that aid be extended to the thousands of citizens who "are helpless because of the operations by a monopolistic copyright pool." He added that the art of creating new music had been "stifled" and named ASCAP as the "self-perpetuating monopolistic group".

In his letter, Senator Wheeler said:

"Since the Department of Justice instituted suit in the Federal District Court for the Southern District of New York, I have been deeply interested in the alleged monopoly of the American Society of Composers, Authors & Publishers of the Music Copyright field.

"Because of this interest in ASCAP and their alleged monopoly I would greatly appreciate knowing whether or not the Temporary National Economic Committee entertains any thought of investigating this alleged monopoly."

Chairman McNinch, in announcing plans last fall for the network inquiry now under way before the FCC, asserted that matters covering copyrights, along with patents, were being studied in cooperation with the O'Mahoney Committee and that when developments warrant it a public announcement would be made.

Subsequently, Dr. Leon Henderson, executive secretary of the O'Mahoney Committee, said it is studying in a preliminary way the music copyright field, but added that he could announce nothing along that line at that time.

Now, with Senator Wheeler injecting himself into the situation, it is thought the Committee's consideration of the whole subject may be enlivened.

An Antiquated Law

Broadcasters are paying into ASCAP coffers approximately $5,000,000 per year in copyright royalties. The present five-year contracts expire Dec. 31, 1940. Most independent stations pay royalties on the basis of a flat sustaining fee plus 5% of their "net receipts"; most newspaper stations have a different form of contract regarded as more favorable, while major networks pay substantial flat fees plus the royalty percentage on their key stations and their owned and managed stations.

Because the present law is more than a quarter-century old, efforts have been made in the last several Congresses to amend it, particularly with the objective of altering the present statutory minimum infringement penalty of $250 per number. This provision is regarded as ASCAP's weapon in forcing payment of royalties. Being the biggest single copyright pool in the field, broadcasters have consistently maintained that no competition exists in purchase of music performing rights and that the law should be altered to make possible freer competition.

ACA Seeks Contracts

AMERICAN Communications Association is currently negotiating with the management of WQXR, New York, with the goal of securing a contract for the station's technical staff. ACA has petitioned the National Labor Relations Board to hold an election among the technical employes of WEVD, New York, to determine the collective bargaining agent for them, but the board has to date taken no action on the petition. At a recent ACA board meeting plans were laid for an extensive membership drive for the broadcast division of the union, to be put into effect immediately after the first of the year. American Federation of Radio Artists has been negotiating with WHN and WEVD, New York, and WGY, Schenectady, for contracts covering announcers and talent at those stations, and reports that it expects to have contracts in the near future.

Rambeau Selects Miller N. Y. Chief

WILLIAM G. RAMBEAU Co., station representatives, has named Don Miller, recently with WBS, as manager of its New York office, coincident with announcements that it has been retained as national representative for WJAS-KQV, Pittsburgh; KITE, Kansas City, and WDGY, Minneapolis.

Mr. Miller, widely known in Eastern advertising circles, is a native of Indiana and a graduate of the University of Chicago. For several years he was an account executive with Blackett-Sample-Hummert and Russell M. Seeds Agency, after which he became advertising manager successively for *Vogue* and *Judge* magazines. In 1927 he joined WOR, Newark, but left there to head the sales force of the old Scott Howe Bowen Inc. for six years. Later he was with Edward Petry & Co.

For several years Miller served as advertising manager of *Today* and then went with *Cosmopolitan* before joining WBS.

FIRST advertising agency in the world to install a facsimile receiver is Gardner Advertising Co., St. Louis, which has this set in its lobby to receive the shortwave editions of the *St. Louis Post-Dispatch* broadcast via KSD's facsimile adjunct W9XZY, which began daily operation Dec. 7 (BROADCASTING, Dec. 15). George V. Horton of the Scripps-Howard Newspapers (left) and Walter Patzloff, of the Branham Co., are shown scanning one of the "radio editions" of the *Post Dispatch*.

Gotham Baseball Eyed by Sponsors

Bids Dwindle as Teams Lift Ban on Game Broadcasts

ALTHOUGH both the Giants and the Yankees have announced they will allow their home baseball games to be broadcast during 1939, and although that combination would be certain to grab off a large percentage of the afternoon audience in the New York metropolitan area, the matter of a sponsor is still unsettled.

General Mills, which will sponsor the Brooklyn Dodgers broadcasts, either alone or in conjunction with Socony-Vacuum, is known to be considering adding the two New York teams to its list of baseball broadcasts. P. Lorillard Co., for Old Golds, and American Tobacco Co., for Lucky Strikes, have also expressed interest, and the Texas Co., Kellogg Co., Atlantic Refining Co. and Coca-Cola Co. have also been reported as possible sponsors.

Reports from the clubs, however, indicate that bids of advertisers for broadcast privileges are not as high now that the games are available as they were in previous years when the New York teams were united in a ban against broadcasting.

Price Not Specified

In announcing Dec. 16 that the Giants would permit broadcasting, Horace G. Stoneham, president of the club, said the radio rights should be worth "$150,000 or more". Col. Jacob Ruppert, owner of the Yankees, said Dec. 22 his team would fall in line with the other New York clubs and permit broadcasting, but did not mention price. Since the Yankees are world champions, however, and as such might be expected to attract a larger following among listeners, it is probable their asking price is likewise higher, probably in the neighborhood of $175,000 or $200,000 for the season. The Dodgers are reported to be getting $1,000 a game.

Neither the Giants nor Yankees are optimistic over the prospects of broadcasting helping gate receipts, despite experiences of teams in other cities who have found that broadcasting makes new fans and maintains interest in baseball. Col. Ruppert announced the Yankee broadcasts as a gift to shut-ins, rather than as an asset to his team. The Giants and Yankees have both stated they will reserve the rights to veto announcers submitted by broadcasters, on the ground that broadcasting is a privilege which should not be spoiled by the wrong type of announcing. They are also expected to act together in the matter of sponsorship, making their home games, which are staggered so that one team is playing at home while the other is on the road, available to the same sponsor who would thus have an almost daily schedule of broadcasts throughout the baseball season.

CBS has made extensive alterations in its Playhouse No. 1 on W. 45th St., New York, necessitated by the two large-cast programs soon to start—Ethyl Gasoline Corp.'s *Tune-Up Time* on Jan. 12, and the U. S. Rubber program on Feb. 22. The network has also leased a fourth New York theatre, the Ambassador on W. 59th St., for presentation of audience programs.

FCC Superpower Report Still Delayed

Reallocation Proposal Is Unlikely Before Mid-January

THE LONG overdue report of the FCC "Superpower Committee" on proposed new rules and regulations, which will incorporate the projected reallocation of broadcast stations pursuant to the Havana Treaty, will not be submitted for FCC consideration until mid-January, at the earliest.

Delayed by the absence of two of the committee members—Case, chairman, and Payne—the preliminary work has devolved largely upon Commissioner Craven, former chief engineer and the prime mover of the hearings which were held last June. Even though the Havana Treaty has not yet been ratified by Mexico, the committee must submit its report. Pending Mexican ratification, or a signification of its intention to do so, the new rules and regulations will be blocked out so that existing station frequency assignments will be shown, but with the assignments under the treaty provisions also depicted in accompanying tables.

Censorship Fear

A number of objections to provisions of the proposed rules as tentatively announced were made during the June hearings, primarily by groups in the industry. It is anticipated that most and possibly all of the important proposals will be recommended by the committee, including deletion of the rule requiring that stations carry such "cultural programs as may be required" in applying for increased facilities. This provision, viewed as a bald censorship attempt, was attacked by the industry as a whole, and is given no chance of remaining in the rules since it flies squarely in the face of the anti-censorship provision of the law.

Greatest controversy, however, centered on superpower and whether the rule governing it should specify a maximum of 50,000 watts on Class 1-A (clear) channels, or a minimum of that power.

Official sentiment has been such that little chance is held for a change in the rules which would allow the immediate licensing of stations of greater power than 50,000 watts on a regular basis. A compromise conclusion might be that the time has not yet arrived to authorize greater regular power, the rule being left sufficiently flexible to make possible higher grants in the future and after a new policy declaration, if one is deemed warranted.

The only existing 500 kw. case—WLW's—involves extension of its experimental authority to continue using 450 kw. extra power, and that issue is an entirely separate proceeding divorced from the rules and regulations as such albeit the same superpower committee recommended against continued experimentation, though FCC action is yet to come.

Despite prevalent reports, there appears no intention to horizontally increase power of regionals and locals in advance of promulgation of the projected new rules. Reports have been current the Commission would authorize regional stations in the qualified classes to use 5,000 watts day and night as against the present 1,000 watts night limitation, and authorize locals under similar conditions to use 250 watts full time as against the present 100 watts night limitation. While there was no objection to the regional and local power increases in accord with proposed new engineering standards, it is felt the new engineering rules should first be promulgated before steps are taken in that direction.

Royal Discs Continued

STANDARD BRANDS, New York (Royal Baking Powder), has renewed *Visiting Nurse*, quarter-hour, five-a-week transcribed serial program, on WFAA, Dallas WTAG, Worcester; KPRC, Houston, and WOAI, San Antonio. McCann-Erickson, New York, handles the account.

WJSV, KSTP BOOSTS FORMALLY GRANTED

THE two high-power regionals now occupying the 1460 kc. channel —WJSV, Washington, and KSTP, St. Paul—on Dec. 23 were formally granted increases in their operating power from 10,000 to 50,000 watts [BROADCASTING, Dec. 1]. On Nov. 28 the FCC had also granted WCKY, Cincinnati, authority to boost from 10,000 to 50,000 with a directional antenna protecting KFBK, Sacramento, the other station on 1490 kc.

Both WJSV and KSTP will be required to utilize directional antennas to protect one another's service areas, and the FCC stated it made the grants to improve the service of each station. Equipment has not yet been ordered nor have sites been chosen by either station. Under the Havana Treaty the two stations will shift to 1500 kc., which becomes a Class 1-B channel.

Harry C. Butcher, CBS vice-president in Washington, estimated that "the cost of the project including the re-location of the transmitter and the installation of a new 50,000 watt transmitting plant, would approximate $270,000."

WLW Asks FCC to Reverse Committee In Superpower Case; Indicates Appeal

A strong plea that the FCC reverse the recommendations of its so-called "Superpower Committee" that WLW be reduced to regular operating power of 50,000 watts, in lieu of its 500,000-watt experimental output, was made by Duke M. Patrick, counsel for the Crosley station, in oral arguments before the Commission en banc on Dec. 22.

Challenging the findings of the three-man committee as arbitrary and without basis in the evidence, Mr. Patrick indicated an appeal to the courts would be sought in the event of an adverse decision. The committee, which unanimously recommended denial of the experimental renewal, comprised Case, chairman, Craven and Payne. All members of the Commission save Payne were present during the two-and-a-half hour oral argument.

At the conclusion of the hearing, Mr. Patrick indicated he would contest in court Mr. Payne's right to participate in the final decision of the Commission should the Commission refuse to renew the license. FCC Chairman McNinch, who had raised the point, disagreed on this issue with the declaration that he believed every commissioner had the right to participate in the final decision, even if not present at the oral arguments—especially if a verbatim record of the oral arguments was available.

A Legal Difference

The WLW lawyer opened his arguments by pointing out this was the first time the station had been involved in a hearing on its 500,000-watt experimental authorization. He said the issues involved in the experimental case must be separated from WLW's long pending regular application for 500 kw. and separated from the general superpower issue involved in the pending rules and regulations, which was the subject of a hearing held immediately prior to the WLW case by the same three-man committee.

Mr. Patrick sought to drive an important line of legal difference between the general rules hearings and the hearing in the WLW matter. He said the rule proceeding was "quasi-legislative" while the WLW proceeding was "quasi-judicial."

"It is not a question of whether the FCC thinks it wise or good policy to renew the grant. It is bound to give credence to evidence in the record according to past rules and court decisions. It is not a question of policy. The evidence can't be ignored merely because of personal feelings in the matter," said Mr. Patrick.

Virtually all the commissioners present questioned Mr. Patrick closely on this interpretation of the legal aspects of the WLW case. Mr. McNinch asked if the FCC didn't have the right to decide the issues on the basis of public interest involved. Mr. Patrick replied that the Commission had to take the public interest viewpoint, but that its action must be bound by the law and judicial decisions. He contended his case did not involve the question of whether the Commission should approve a policy allowing 500 kw. operations, but rather involved only the legal question of whether the record showed that WLW was deserving of the right to continue its experimental authorization in the field of superpower.

In analyzing the committee find-

(*Continued on Page 71*)

Imminent Changes At FCC Unlikely

President Dispels Rumors; Payne Away Recuperating

ASKED at his Dec. 27 press conference whether a reorganization of the FCC was in prospect, President Roosevelt responded in the negative and thus set at rest recurrent rumors that changes, including the possible return of Chairman McNinch to the Federal Power Commission, may soon be made. The President was also asked about the visit to the White House Dec. 14 of Commissioner George H. Payne, and replied that Mr. Payne had called to state that he wasn't well and was going away for two or three weeks to recuperate.

To a direct question whether Payne had resigned, as rumored, Mr. Roosevelt simply stated not to his knowledge.

The rumors, which led to published reports that the "ax" might soon fall on certain FCC members, grew not only out of the Payne visit but out of gossip that way might soon be made on the FCC for certain New Deal Congressmen defeated at the last election. Talk centered chiefly on the names of former Rep. David Lewis, of Maryland, and former Rep. Otha Wearin, of Iowa, both Democrats.

Mr. Roosevelt, in response to a general question about appointments, said he would probably have them ready Jan. 1 or 2, and it was regarded in radio circles as fairly certain that the nomination of Commissioner Norman S. Case, Republican member now serving a recess appointment, would be submitted to the Senate for confirmation when the new Congress convenes.

Libel Suit Due Jan. 16

Meanwhile, the Payne $100,000 libel suit against BROADCASTING and its editor and publisher, has been scheduled in the District Court in Washington for Jan. 16. Mr. Payne secured a postponement of the scheduled trial in latter November when his counsel presented a physician's affidavit to the court stating he was suffering from hyper-tension "complicated with a valvular heart disease" and that he must "take a complete rest for a period of at least several months." He left Washington immediately, but returned to his office the week of Dec. 5, leaving again for Florida after his Dec. 14 White House appointment. This was the second postponement of the trial, each time on motion of Payne's counsel.

New CBS Publicity Chief

LOUIS RUPPEL, for several years managing editor of the *Chicago Times* and formerly of the *New York Daily News*, on Dec. 28 joined CBS as director of publicity. Position has been open since the spring of 1937, when John G. (Jap) Gude was transferred from that post to the network's station relations staff. Luther J. Reid, previously news editor of CBS and since May 1937 acting director of publicity, has been named assistant director.

SEGAL LOCK & HARDWARE Co., New York (pick-proof lock cylinder), on Jan. 2 is starting a test campaign for 26 weeks of six spot announcements weekly on WHN, New York, and plans to use more stations in the near future. Friend Adv. Agency, New York, handles the account.

Carolinian Group To Acquire WPTF

Would Obtain Station from NBC If FCC Authorizes Sale

THIRTY-THREE prominent citizens of North Carolina, 19 of them residents of Raleigh, have banded together to form a comporation to purchase WPTF, Raleigh, from NBC which recently exercised its option to purchase the station for $210,000 under an agreement with the Durham Life Insurance Co., present licensee, whereby WPTF was authorized several years ago to operate full time on 680 kc., which otherwise is the clear channel of KPO, San Francisco [BROADCASTING, Nov. 1, 15].

The insurance company's sale to the group, to be known as Carolina Broadcasting Corp. and to be organized with an expected capitalization of $250,000, requires FCC authorization and involved $150,000 cash payment plus $60,000 to be paid over a period of years. Worked out by representatives of the group meeting in Raleigh Dec. 28 with William S. Hedges, NBC station relations vice-president, Frank M. Russell, Washington vice-president, and Henry Ladner, of the NBC legal department, the setup contemplates that no one person will hold more than 10% of the stock.

No changes in the station's personnel are contemplated, and Richard H. Mason is to be retained as manager. The group that seeks to acquire the station includes:

A Cross-Section Group

Gordon Gray, publisher of the *Winston-Salem Journal* and *Twin-City Sentinel*, operating WSJS, and president of the Young Democratic Club of North Carolina; W. W. Holding, Wake Forest merchant and member of the county board of commissioners; M. A. Riddick, Scotland Neck realtor; Philip Whitley, Wendell merchant; Emil Rosenthal, Goldsborough merchant; C. E. Beman, Laurinburg merchant; Halvert Jones, Laurinburg manufacturer; Wade Dunbar, Laurinburg insurance man; James L. McNair, Laurinburg merchant and financier; E. Harvey Evans, Laurinburg farmer-director of the Farm Credit Administration and member of the State Board of Charities; J. G. Gibbons, Hamlet manufacturer; Edwin Pate, Laurel Hill merchant and member of the State Coal Commission; Rev. James Jones, Presbyterian pastor at Henderson; J. C. Johnson, Lumberton merchant.

The group also includes the following business and professional men, all residents of Raleigh: A. E. Finley, president, North Carolina Equipment Co.; John P. Swain, secretary, Raleigh Merchants Association and chairman of the County Board of Commissioners; J. T. Tyler, merchant; Raymond B. Streb, president of the Royal Baking Co.; Irving F. Hall, president, State Capital Life Insurance Co. and chairman of the County Welfare board; LeRoy Allen, merchant; P. D. Gottis, druggist and president of the North Carolina Pharmaceutical Association; F. Linton Smith, insurance man; Arch T. Allen, attorney; Vann Shepherd, attorney; Roger Wade, treasurer, State Capital Life Insurance Co.; Frank A. Daniels II, treasurer, *Raleigh News & Observer;* Dr. Hubert Haywood, physician, member of the faculty of Wake Forest College and chairman of the State Board of Health; J. M. Broughton, attorney; Hugh G. DuPree, insurance man; H. F. Ledford, secretary, Atlantic Joint Stock Land Bank; James Pou, attorney; G. A. Moore, president, Commercial Printing Co.; LeRoy Martin, vice-president, Wachovia Bank & Trust Co.

J. THOMAS LYONS

LeROY MARK

TWO OF the country's veteran broadcasters—LeRoy Mark, president and owner of WOL, Washington, and J. Thomas Lyons, vice-president and general manager of WCAO, Baltimore—died in mid-December.

Mr. Lyons died of a heart attack following an illness of about six months. In his 64th year, he was a native Baltimorean who began his business career as a printer. In 1916 he joined the *Sun* in Baltimore and became national advertising manager. In 1924 he joined Hearst and became publisher of the *Baltimore News*. Before becoming affiliated with WCAO as its executive head and part owner, Mr. Lyons was in private business. He is survived by his wife, a son, John Valentine Lyons, a daughter, Miss Betty Louise Lyons, and a sister, Mrs. Charles Kelly, all of Baltimore.

Mr. Mark died in his 61st year after a long illness which followed a heart attack. In addition to WOL and its predecessor station which he operated, Mr. Mark headed Leroy Mark Inc., general insurance organization, and was interested in several other enterprises, including ownership of Riggs Turkish Baths. He was a native Washingtonian and was prominent in local civic activities. He is survived by his widow, two sons and two daughters.

Mr. Mark first operated the old WRHF. He was a leader in the campaign in radio's earlier days to provide funds to furnish radio sets to all shut-ins, and to make available sets to enable all hospitalized World War veterans to listen to programs. Mr. Mark actively managed WOL until three years ago, when William B. Dolph became the station manager and Mr. Mark supervised policy.

Hearing in Whiteman Recording Case Concluded by Court; Decision Awaited

DECISION in the three-cornered Paul Whiteman-RCA-WNEW case, which will be a step in determining the rights of either a recording artist or a recording company to restrict the use of phonograph records by radio stations, is expected about the end of February. Trial of the suit filed by RCA Mfg. Co. against Paul Whiteman and against WBO Broadcasting Co., owner of WNEW, New York, and Elin Inc., Newark, in the U. S. District Court in Manhattan [BROADCASTING, Dec. 15], was concluded Dec. 20. Judge Vincent L. Leibell gave the attorneys until Jan. 22 to file briefs, and he will probably take a month or more to consider the case before handing down a decision.

Although the case dealt specifically with nine Victor records of the Whiteman orchestra broadcast on WNEW in June, 1936, counsel for both plaintiff and defendant introduced much evidence concerning the general practice of the broadcasting of phonograph records which was accepted by the court, leading to the belief that the decision would deal with the whole problem of this use of phonograph records. Since the station defaulted its defense, radio's point of view was not expressed in court, but Stuart Sprague, representing the NAB, was given permission to file briefs.

Property Rights Problem

Both RCA, as a manufacturer of records, and the National Association of Performing Artists, which handled Whiteman's defense in the interests of all artists engaged in making phonograph records, claimed that in broadcasting phonograph records radio stations are violating property rights which are not paid for when the station buys these records across the counter. RCA's witnesses testified the increased use of records in broadcasting had coincided with a decrease in record sales which they believed to be a cause and effect relationship and that the company included the "not licensed for broadcasting" clauses on its labels for its own protection against this competition.

NAPA witnesses, notably Fred Erdman, now New York district manager of ASCAP but for 14 years an executive of RCA-Victor, claimed these warnings were intended primarily for the protection of the artists and were introduced by RCA only after many artists had asked for some protection against the competition of records with their own broadcasts.

Martin Block, conductor of WNEW's *Make Believe Ball Room* programs, testified that he personally purchases the records used on the program and that he disregards the notices on the labels. A letter from RCA asking him to stop broadcasting Victor records, early in 1938, he answered by requesting a license, he stated, but continued to play Victor records despite the fact that the company refused to give him permission. A WNEW rate card, offering the Block programs to sponsors at $514 for six quarter-hours weekly, was introduced as evidence as part of RCA's case against the station.

Block's further testimony that he always announced the name of the artist playing the record, but only occasionally the name of the recording company, because "the public is interested in the artist but not in the record firm," and that he works without a script or list of records to be played was capitalized on by the defense to show that broadcasting of records was of more harm to the artist than to the recorder.

Mechanistic or Artistic

There was also much argument as to whether the contribution of the recording company was purely mechanical or whether it was artistic as well. David Mackay, RCA counsel, presented several symphony conductors who testified the company contributed much toward the artistic value of the records, citing as an example Toscanini's reversal of his original demand that the recorders do nothing to alter his interpretation of the music after he had rejected a number of master records. The defense contended the contribution of the recording company's engineers, while improving the quality of the record, was of purely mechanical nature.

In answer to RCA's contention that broadcasting of records was responsible for the rise in recording rates recently gained by musicians, Maurice J. Speiser, NAPA counsel, called Samuel Tabak, author of the AFM resolution to demand higher rates for recording, who stated this was due solely to the practice of recording companies in speeding up recording sessions to get more records from the same amount of time.

Summing it all up, RCA's contention seems to be that it has a property right in a recording which is not relinquished when that record is sold, and that this right is violated when the record is broadcast. The NAPA denies that RCA has any such right, but argues that the artist does have the right to restrict competition between himself and his recordings, and cites as precedents the Waring case in Pennsylvania, a Norwegian case in which the court held that in competition between recordings and radio the artist and not the company was the injured party, and an Italian case in which the court held that the artist has a property right by virtue of the interpretation he gives to the music he records which adds to the value of the record.

Agency Committee Seeks More Time On Talent Scales

AAAA Calls AFRA's Demands Threat to Sponsored Radio

MEETING between committees of the American Association of Advertising Agencies and American Federation of Radio Artists, held in AAAA headquarters in New York, Dec. 27, failed to produce any agreement between the agencies and union on the standard minimum wage scales for talent on commercial network programs which AFRA had submitted at a previous meeting on Dec. 8 [BROADCASTING, Dec. 15]. More time to consider the proposals was asked by the agency committee and granted by AFRA, and another session will be held soon, probably within a week. In the meantime AFRA will continue its negotiations with individual agencies.

Emily Holt, executive secretary of AFRA, said the union would issue no formal answer to the statement released Dec. 21 over the signature of C. J. La Roche, president of Young & Rubicam, as chairman of the Advertising Agency Conference Committee.

Called Threat to Radio

Calling the AFRA demands "so far out of line with the economic possibilities that they constitute a real threat to the use of broadcasting for advertising purposes," the statement charged AFRA with losing sight of the original purpose of the discussions, "to eliminate abuses wherever they exist and to set up safeguards against their recurrence." "AFRA now seems more concerned," the statement continues, "with getting the union recognized, with establishment of a Guild shop for radio artists, and with the establishment of rates of pay and other conditions that in practice would far exceed the present scale of satisfactory compensation."

Stating that the proposed minimum for actors of $15 for a 15-minute broadcast, plus $10 for a rebroadcast and $6 an hour for rehearsal, would mean, with a two-hour rehearsal, a minimum daily wage of $37 or $185 a week, for an actor on a five-times-a-week serial with a daily rebroadcast, the agency committee contrasts this with the present average pay of $25 per program, including rehearsals, for leading actors, with the rebroadcast either included or paid at a reduced rate. Establishment of the rates proposed would tend not only to reduce the the size of casts and so be a hardship on the actors it purports to help, says the statement, but it would also tend to "drive daytime programs off the air and to discourage and impair the use of broadcasting for advertising purposes."

No Comment on Meeting

Neither agency nor AFRA executives would discuss the details of the Dec. 27 session, which was an extended one, lasting until well after 6 p. m., and which, from the tone of voices audible in the reception room adjoining the conference room, was stormy as well. Representing the agencies were: Mr. La Roche, chairman; Leonard T. Bush, vice-president, Compton Adv.; Arthur Pryor, vice-president, BBDO; Tom Revere, vice-president, Benton & Bowles; William Fagin, of the Benton & Bowles radio department; Edward Lasker, vice-president, Lord & Thomas; A. K. Spencer, assistant radio director, J. Walter Thompson Co.; Lawrence Sizer, radio department, N. W. Ayer & Son; R. Van Buren, secretary, Ruthrauff & Ryan; Frederick Gamble, secretary, AAAA, and George Link Jr., AAAA attorney. AFRA contingent was headed by Eddie Cantor, president, and included Lawrence Tibbett, vice-president; Jean Hersholt, board member; Mrs. Holt, George Heller, treasurer and assistant executive secretary, and Henry Jaffe, union attorney.

FOSTER MAY GETS HIS MAN

WOW Newscaster Steps in Shed to Get Warm During Manhunt and Finds Escaped Desperado

RADIO and newspapers split honors in Omaha Dec. 25 when a WOW newscaster and two newspaper reporters each captured a desperate criminal in a man-hunt near Omaha.

WOW's news editor, Foster May, was first to get his man. In subzero weather, with a crew of engineers, he had gone to an isolated farm house to describe the hunt for four desperate criminals. This farm was headquarters for the intensive search which was being conducted by some hundred officers in all directions.

May alighted from the mobile unit and went to a small shed, where he had noticed a light burning, to get information and warmth. He found a man lying on a couch as though resting and getting warm. Assuming he was one of the posse, May talked to him briefly, then went back out. He became suspicious after leaving the shed and went back to question the man.

On the Air

After a few brief questions, the man suddenly turned to the WOW newscaster and said, "Okay, Foster, I am the man you are looking for. I'm all shot up." And he displayed a bullet wound in his leg. May stepped outside, called the officers in, and picked up a shortwave microphone. He stepped back in the shed and proceeded to interview his quarry directly on the air, and to describe his subsequent capture and removal by officers. That made Fred Roberts the first recaptured prisoner.

A few minutes later two *Omaha World-Herald* reporters, George Sedlacek and Ernie Jones, were interviewing an occupant of the farm house. They heard a scratching noise on the window pane, which proved to be a second jail breaker, Marvin Brown, who was half frozen. They went around the house and held him until police arrived.

Brown escaped recently from the Missouri State prison at Jefferson City, where he was serving life for murder, and was being held in the Douglas County jail at the time of his break Sunday night in Omaha.

Phil Irwin, who also broke jail at Jefferson City with Brown, was captured in Omaha and was also awaiting his return to Missouri. The other two convicts were Roberts, recently released from the Nebraska penitentiary and facing Nebraska charges of burglary and banditry, and Paul Romano of Omaha, held on Federal narcotic charges.

FOSTER MAY (left), news editor of WOW, Omaha, interviewing a wounded bandit he found during a recent crime hunt in Nebraska.

All four were characterized by police as desperate characters. They escaped from Douglas County's sixth floor "breakproof jail" by overpowering four guards.

WOW played an important role in the capture. The first report of the convicts, after the break, came in a telephone call to WOW. Then a series of listener calls, relayed to state police, enabled the pursuers to catch up with the quartette near Gretna, Neb., 35 miles southwest of Omaha. Romano was caught two days later in a haystack near the wrecked car, half frozen, and Irwin was captured in a hay loft on the Hickey farm nearby.

WOW broadcast full details of the chase and interviews direct from the scene of all four captures by using its mobile transmitter.

STANDARD OIL Co. of N. J., New York (Esso) has added five Southern stations to its *Esso News Reporter* news programs. Marschalk & Pratt, New York, is agency.

U. S. Rubber Discs

U. S. RUBBER Co., New York, through its agency, Campbell-Ewald Co., New York, is planning to supplement its CBS weekly show which starts Feb. 22 with a series of five-minute transcriptions to be offered free to dealers who wish to use them locally. The initial series of 13 WBS transcriptions features Hildegarde, star also of the network program, and the Lyn Murray choir. Program is at present un-named, as the title originally planned, *100 Men & a Girl*, had to be abandoned because of legal complications with Universal Pictures, producers of a motion picture of the same name. Louis Dean, radio director of Campbell-Ewald, is directing all plans for the program.

Alex Robb Is Appointed To NBC Hollywood Post

APPOINTMENT of Alex Robb as manager of NBC's Hollywood Artists Service, effective Jan. 1 has been announced by Don E. Gilman, vice-president in charge of the Western Division of NBC. The appointment of Wynn Rocamora as assistant to the manager was also announced by Mr. Gilman.

The move of Jack Votion in resigning from the Hollywood office, effective Jan. 15, followed that of Dema Harshbarger, formerly department head, who resigned early in December. The artists bureau was temporarily headed by Mr. Robb until his appointment, and he was aided in reorganizing the Hollywood office by Dan Tuthill, acting managing director of NBC New York Artists Service.

For eight years Mr. Robb was manager of NBC Artists Service in Chicago, where R. M. Kendall is now in acting charge. Before joining NBC he was personal representative for Amos 'n' Andy, radio comedy team. Mr. Rocamora joined NBC a year ago, coming from the concert field, having been identified with L. E. Behymer in Los Angeles and prior to that with several eastern radio stations.

Fruit Drive on Air

INSTITUTE OF DISTRIBUTION, New York, is planning to cooperate with major chain stores in a coast-to-coast citrus fruit promotional campaign from Jan. 14 to Feb. 4, at which time non-citrus fruit-selling companies will use radio programs and other media to stimulate consumption of a bumper crop of the fruit, while Institute members will promote the campaign through window displays. Only radio plan definitely made to date is the use of the *Hour of Champions* program, sponsored by the Adam Hat Stores, New York, on WHN, New York, on which Sam Taub, director of thep rogram, will make announcements during the campaign plugging the value of citrus fruits. Other programs, to be announced, will also be used for spot announcements, according to John P. Nichols, managing director of the Institute.

Kaltenborn Sponsored

GENERAL MILLS, Minneapolis, joins the list of concerns using radio for institutional advertising on Jan. 1, when it begins sponsoring a series of Sunday evening broadcasts by H. V. Kaltenborn on a CBS network. Program, titled *Kaltenborn Comments*, was placed through BBDO, Minneapolis. Program replaces the *Headlines and Bylines* sustainer, 10:30-11 p. m. (EST).

MOTION was made by NBC on Dec. 22 before three judges and the full Court of Common Pleas for a judgment notwithstanding the verdict reached in the trial held earlier this year, as a result of which the network was found guilty of slander and libel, per se, against the Summit Hotel in Uniontown, Pa., which was awarded damages of $15,000. Suit was brought against NBC because of a derogatory remark made about the Hotel by Al Jolson on a *Shell Chateau* program broadcast June 15, 1935, by the network, the hotel claiming that the remark had damaged its reputation, even though NBC maintained that the remark had been ad-libbed.

Coughlin Furore Persists Despite Shift in Subjects

Cleric Now Soliciting Funds; Wheeler Raps Miller Stand

WHILE Father Charles E. Coughlin appeared to be veering more toward theological than political or racial subjects in his Sunday afternoon broadcasts of Dec. 18 and 25, the controversy over his radio discourses continued with slight abatement during the last fortnight. Some significance was seen in the fact that during his one-hour period on his independent hookup of stations those days his announcer began soliciting funds from the audience for the first time since his new series began.

At least one mass meeting of protest against the action of WMCA, New York, in declining to carry Coughlin unless he submitted his script in advance; picket lines parading before WMCA and WDAS, Philadelphia, which has also refused to continue carrying him on the same grounds; a deluge of literature from various sources urging citizens to boycott stations and advertisers of stations refusing to carry the priest's speeches, were among the latest developments in the Coughlin affair.

The NAB took cognizance of the situation involving not only Coughlin but other "crusading" broadcasts when, without mentioning any names but with pointed references which the newspapers immediately interpreted as alluding to Coughlin, President Neville Miller issued a statement Dec. 22 declaring that "broadcasts inciting racial and religious hatred are an evil not to be tolerated." Speeches of this character, he added, are "an abuse of the privilege of free speech and unworthy of American radio." [Full text of Mr. Miller's statement in adjoining column.]

Wheeler Takes Issue

The FCC and its chairman, Frank R. McNinch, maintained a discreet silence on the subject, although it has been besought to take some action against stations on the Coughlin hookup. It is manifest that the FCC intends to move more carefully in the future on matters involving censorship.

The Miller statement led to a statement to the Associated Press Dec. 26 by Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, who asserted he did not agree with the political views of Father Coughlin but took the stand that "if Father Coughlin is intolerant any radio station that would prevent him from speaking because it disagreed with him would be equally intolerant." Senator Wheeler, speaking in connection with the outburst over Secretary Ickes' recent speech assailing Nazi Germany and defending Ickes' right to speak his mind, came out for unqualified freedom of speech.

"Who is Mr. Miller," he asked, "that he should set himself up to say when free speech should be denied to any citizen of the United States? What special knowledge does he possess that he can judge when I or anyone else abuses free speech?"

Father Coughlin, who has repeatedly sought to buy time over the major networks, was invited to participate in NBC-Blue's *America's Town Meeting of the Air* on Jan. 19, but declined. Earl Browder, head of the American Communist Party, had asked for time to reply to Coughlin, and NBC invited him to participate in the panel discussions with Dorothy Thompson, Hugh Johnson and Father Coughlin. The priest declined the proffer.

WMCA's troubles over its refusal to continue the Coughlin addresses, now heard in the New

(*Continued on page 68*)

NAB President Hits 'Abuse of Free Speech'

Neville Miller, president of NAB, issued the following statement Dec. 22 commenting on the broadcasting of controversial issues by religious leaders:

Radio has become a new force of tremendous power and influence in our life. It must be used in the public interest and not subjected to irresponsible abuse.

The particular problem which we confront today is that of preserving the precious right of freedom of speech. However, the same Constitution which guaranteed us freedom of speech, also guaranteed other rights, such as freedom of religion, and in protecting one right we must not violate other rights.

The right of free speech is a right which extends to every American citizen. It is a right which broadcasters interpret as one requiring that equal opportunity be available for the expression of honest divergence of opinion. But in administering this responsibility, we must also be cognizant of the fact that radio by its very nature reaches all classes of our fellow citizens, regardless of race, religion or conviction, and that there is no obligation to broadcast a speech which plays on religious bigotry, which stirs up religious or racial prejudice or hatred. Such a speech is an abuse of the privilege of free speech and unworthy of American radio.

It must also be recognized that broadcasters are responsible under the law of our land for anything that may be said over their facilities which is libelous or slanderous. In a number of instances suits have been filed and judgments have been rendered against broadcasters in favor of the aggrieved, where libel or slander was proved. These decisions have placed the responsibility for libel or slander squarely upon the broadcaster.

No obligation of free speech or of public service could justify broadcasters in allowing this great new social force to strike at the harmony of the nation. In a country of many races and many religions amicably dwelling together, broadcasts inciting racial and religious hatred are an evil not to be tolerated. In these troubled times throughout the world, there is a great need for national unity. And in the hearts of the vast majority of our people I believe there is a great yearning for unity.

The responsibility for the content of programs rests upon the broadcaster; to determine what is in the public interest requires the exercise of an informed and mature judgment. He is well within his rights to demand an advance copy of any proposed radio talk. He is well within his rights to close his facilities to any speaker who refuses to submit it. He is well within his rights to refuse to broadcast a speech plainly calculated or likely to stir up religious prejudice and strife.

Such action is merely an act of good stewardship, distinctly in the public interest, and is not an abridgment of the right of free speech. The situation parallels the example once given by the late Justice Oliver Wendell Holmes of the United States Supreme Court, where he declared that free speech did not give a man the right to yell "fire" in a crowded theatre.

The responsibility to accept or to reject broadcast material is one placed squarely on the shoulders of the American broadcaster. It is up to him to evaluate what is and what is not in the public interest. This responsibility the American people have delegated to him in his license to operate a radio station. The National Association of Broadcasters will defend his right to discharge that responsibility.

Watch Tower Society Files Libel Suits For $375,000 Damages in Three States

LIBEL suits asking a total of $375,000 damages have been filed on behalf of Joseph F. Rutherford, head of the Watch Tower Society, in Colorado, Georgia and Ohio, according to a statement issued Dec. 21 from the offices of Jehovah's Witnesses, 117 Adams St., Brooklyn, N. Y. Two bishops and other Catholic prelates and two newspaper firms are among those cited as defendants on charges of "attempts to suppress the broadcasting of Bible truths by Jehovah's Witnesses," the statement said.

Nine Catholic priests and others in Colorado Springs, including the local chief of police, local Catholic societies and the *Colorado Springs Gazette* and *Telegraph*, named as part owner of KVOR, were sued in the El Paso (Colorado) County Court for $150,000 for allegedly attacking a speech by Judge Rutherford over KVOR Sept. 11, carried as part of a hookup broadcasting his lecture from King Albert Hall in London.

In Effingham County, Georgia, Judge Rutherford has sued the Catholic diocese of the State, alleging defamation and libel because of a letter by Bishop O'Hara asking WATL, Atlanta, to reject an Oct. 2 broadcast by Judge Rutherford. WATL and 59 other stations carried the speech. Damages of $100,000 are asked.

The Bishop of Columbus, O., founder and honorary president of the Catholic Press Assn., and others are named in a third suit for $100,000 damages for allegedly "forcing a breach of a 10-year contract between Columbus station WBNS and the Watch Tower Society." The diocesan newspaper is alleged to have carried an article attacking Rutherford and suggested form letter to stations to put him off the air.

As a fourth suit, also in Ohio, the Watch Tower Society claims $25,000 damages for alleged breach of a contract with WADC, Akron. Three priests and various Catholic laymen are named as defendants responsible for "forcing the station to interrupt the chain broadcast of Judge Rutherford's speech on Oct. 2."

Censorship Seen By Boake Carter

Charges Administration Puts Pressure on Commentators

BOAKE CARTER, who is touring the country on a lecture trip, had some pointed remarks to make about alleged censorship on the big chains, when he spoke at the University of California recently and the next night in San Francisco. The major radio chains exercise complete and absolute censorship over commercial programs, he told his audience. They exercise this censorship because they are in business for profit and they are "afraid of Administration pressure," he stated. He added that, since every radio station must have its license renewed every six months by the FCC, radio is very susceptible to Administration "suggestions".

Speaking on "Free Speech in the News", Mr. Carter told his audience that Hugh Johnson, David Lawrence and other outspoken commentators, including himself, will not be on the air again "until the Administration lets up". He said that present radio censorship is dictated "by Steve Early, Tommy Corcoran, Harold L. Ickes, Harry L. Hopkins and that group".

Radio censorship, he said, became noticeable about four months ago. He declared that one of the networks deleted from a speech by John B. Kennedy, the sentence, "Neville Chamberlain gave a good speech". This sentence was considered "editorializing", Carter said.

Mr. Carter condemned Administration officials who took to the air to attack the newspapers. "Less than 5% of the newspapers in this country fail to uphold high standards of decency and honesty," Carter told his listeners.

"Why destroy the decent 95% for the sins of the five per cent? Why destroy a medium which doesn't depend on politicians for a license every six months?" During his visit in the Bay area, Carter was interviewed over KYA, San Francisco, by Morris Penter, assistant publisher of the *San Francisco Examiner*.

Kidnap Threat Received By Manager of WDAS

THE *Philadelphia Record* on Dec. 27 reported that the 7-month-old daughter of Patrick J. Stanton, manager of WDAS, Philadelphia, had been threatened with kidnaping in a telephone call received Dec. 11 at the Stanton home. Neither Mr. Stanton nor his wife attached enough importance to the call to notify police or take any unusual precautions. Mr. Stanton was inclined to believe the call was not connected with the picketing of WDAS by followers of the Rev. Charles E. Coughlin, whose speeches WDAS has declined to carry.

"The person who called," said Mr. Stanton, "apparently was an irresponsible crank. I feel sure the present situation, which pulled me momentarily into the limelight, has nothing to do with it. No one connected with any organization that is picketing would take this means of expressing himself. The station and officials of the company have received thousands of protests, by mail and telephone, but there has not been a single threat made."

CBS Enters Into Disc Field In Acquiring American Record

Paley Points to Revival of Interest in Discs; Plans Campaign to Stimulate Marketing

PURCHASE of the American Record Corp. from Consolidated Film Industries by CBS was announced Dec. 17 by William S. Paley, CBS president, who at the same time appointed Adrian Murphy of the CBS executive staff to serve as temporary president of the record company. A purchase price of $700,000 was indicated by Consolidated Films.

The deal gives CBS ownership of the Columbia Phonograph Co. which at one time was owner of the network and also enables the network to employ its artists in the manufacture of phonograph records under the Columbia label. CBS also takes over the manufacture and distribution of Brunswick, Vocalian and other records. No statement was forthcoming as to whether CBS would also enter the transcription field or would confine its recording activities to the manufacture of records for use on phonographs.

Former affiliation between the network and the phonograph company, which is responsible for the network's present name, dates back to April 5, 1927, when Columbia Phonograph Co. launched the Columbia Phonograph Broadcasting System to function as a sales organization for the United Independent Broadcasters, which had been organized in January of that year to compete with NBC, which had begun its network operations the previous November. On Nov. 10, 1927, the phonograph company withdrew from the broadcasting scene, selling its stock in the company to Jerome Loucheim and Leon and Isaac Levy. At that time the word "Phonograph" was dropped from the name, which then became for the first time Columbia Broadcasting System. CBS and UIB operated in conjunction until Jan. 3, 1929, when the two were merged into one organization under the CBS name. It was also on that date that Mr. Paley was elected president of CBS.

Other Officers Named

In addition to Mr. Murphy, whose duties at CBS consist chiefly of investigating all new ventures under consideration by the network, Frank K. White, CBS treasurer, has been given the same title with American Record Corp.; C. C. Boydston of CBS accounting department has been made assistant treasurer, and Ralph F. Colin, member of the firm of Rosenberg, Goldmark & Colin, CBS attorneys, has been appointed secretary. All these appointments are temporary and will continue only until the appointment of permanent officials for the record company.

Subsidiaries of American Record Corp., also acquired by CBS, include Columbia Phonograph Co., Brunswick Record Corp., American Record Corp. of California, and Master Records, as well as a number of inactive companies. A minority group holds 20% of the stock acquired by CBS under an option that gives the network the right to purchase this stock after a period of years. American Record Corp. has pressing plants in Bridgeport, Conn. and Hollywood. Foreign exchange agreements, notably with Columbia Graphophone Ltd. and Electrical Musical Industries, both of London, give the record company facilities for the exchange of recordings between America and Europe.

In announcing the purchase of the recording firm, Mr. Paley cited the increased popularity of home records within the last few years and continued that "there is every indication that future increases are assured. Technical advances in radio combinations, phonographs, record playing attachments, and in the discs themselves, have greatly improved the quality of music that records can reproduce in the home. As a result there has been a widespread revival of interest among people of all ages in both classical and popular records.

"Within a few weeks" Mr. Paley added, "we hope to know enough about the details of the new company to issue statements covering general policies and the personnel who will be in charge. Our primary purpose will be to find new patterns for both serious and popular music which will give the greatest enjoyment to the public. We plan to accelerate record sales both by vigorous business management and by innovations in the production and marketing of records. Special interest will be paid to the field of education."

"Broadcasting and records have a great deal in common," Mr. Paley continued. "Both appeal to the ear, rely in general on the same artists, and have a great many similar technical problems. We feel that CBS in entering the record business is broadening the base of its service along natural lines. Intensive consumer studies have disclosed the fact that the use of phonograph records is supplemental to and not a substitute for radio listening. They indicate also that radio broadcasting in itself has widened the market for records. People come to know compositions by hearing them on the air, then buy records so that they can hear the music they are familiar with at the moment they want to hear it."

Whether CBS will enter into the transcription business in competition with other firms, particularly transcription - library producers, "has not yet been decided." Mr. Murphy said he has no idea at this time whether CBS will go into transcriptions, and when reminded of the Chicago transcription studio of Columbia Phonograph Co., he indicated they might close it up and stick to phonograph records. He added that the field of educational records seems to offer a potential market, and CBS might enter it, but again no decision has been made.

CBS in New England

FORMATION of a new regional network, the Columbia New England Network, has been announced by CBS. First rate card, released in mid-December, lists nine stations: WEEI, Boston; WPRO, Providence; WDRC, Hartford; WORC, Worcester; WMAS, Springfield, Mass.; WBRK, Pittsfield; WNBX, Springfield, Vt.; WGAN, Portland, WABI, Bangor. WBRY, Waterbury, was added Dec. 15, however, bringing the total to 10 outlets. Rate card was enclosed in a folder titled "Your Visa to a Land of Milk and Honey."

KOIL to CBS

WHEN KOIL, Omaha, now a member of NBC's basic Blue network, joins CBS on or before April 30, 1939, it will become a member of the CBS basic network, which will then raise its minimum requirements to advertisers from 24 to 25 cities. Network rates for KOIL will be reduced from $200 to $175 per evening hour when it joins CBS. KOIL operates with 5,000 watts day, 1,000 night, on 1260 kc.

Arkansas Pine Spots

ARKANSAS Soft Pine Bureau, Little Rock (woodwork-paneling), late in January will start a 13-week campaign of quarter-hour programs on WBZ-WBZA, Boston-Springfield, Mondays at 7:45 p. m.; WGY, Schenectady, Tuesdays at 6:45 p. m.; and on WCSH, Portland, Me., Wednesdays at 7:30 p. m. Programs, recorded by NBC, feature the music of the Landt Trio. Account is handled by Robert H. Brooks Co., Little Rock.

THE HOUSE GOES TO THE BUYER

WTMJ Shortwaves From Rooms of "Dream House" And 3,000 Prospects Came in a Day

A NEW WAY to bring a house to the attention of prospective buyers was tested by a prominent Milwaukee real estate firm with amazing results on WTMJ. The A. P. Stark Co., marketing Calhoun Farms, suburban development 12 miles from Milwaukee, consisting of homes on half-acre tracts, felt that if the real estate buyer wouldn't go to a house, the house must go to the buyer.

So they bought a series of broadcasts on WTMJ, which feature Nancy Grey, *What's New* commentator, by shortwave direct from the "dream home" in Calhoun Farms. Mrs. Grey, going from room to room described the appointments of the house and interviews guests to get their reactions. She also suggested, at the request of the sponsor, her own scheme of decoration, since she originally was a professional interior decorator with her own studio.

So moved were prospective home buyers by the first two broadcasts that instead of sitting snugly at home after Mrs. Grey's descriptions of the "dream home", more than 3,000 visited Calhoun Farms on Sunday. The Stark Co. got five hot prospects on the spot and closed a sale for the focal "dream home", scene of the broadcasts, by the following Tuesday. They also got a number of live prospects for two other homes which they expected to close momentarily. Arrangements, however, have been made to continue using the model home for broadcasting purposes pending completion of other homes in the development.

Fortney Stark, member of the realty firm, who is prominent in estate circles nationally and was formerly secretary of the Milwaukee Real Estate Board, had predicted a turnout of 2,000 and won bets from other members of the firm when the crowd was clocked at 3,147.

Homes in Calhoun Farms sell complete for slightly under $5,000, considered an ideal selling price for radio's masses, and enabling the buyer to live in suburban comfort for approximately $30 a month.

Contractors for equipment in the "dream home" share in the broadcasting expense, including General Electric whose kitchen equipment is highlighted. The Electric Company's rapid transit line, which has 23-minute service to Calhoun, Wis., likewise is featured.

By coincidence Calhoun Farms is less than a mile from WTMJ's transmitter. Thus a signal is thrown direct, without transmitting by circuitous route through WTMJ's shortwave station in downtown Milwaukee.

FCC Grants One And Rejects Three

Subsidiary of Transamerican Denied Schenectady Outlet

THE final and 52nd new station grant of the year, authorizing a 100-watt daytime outlet on 1370 kc. in Williamson, W. Va., was made by the FCC at its last full Commission decision day of the year Dec. 23, attended by all of the commissioners except G. H. Payne. At the same time the Commission turned down all three rival applicants for new stations on 1240 kc. in Schenectady, N. Y., Endicott, N. Y. and Holyoke, Mass.

The new Williamson, W. Va. station will be licensed to Williamson Broadcasting Corp., headed by George W. Taylor, local jeweler and electrical appliance dealer, who holds 95 out of 100 shares of stock. Other stockholders are W. P. Booker, utility man, three shares; William B. Hogg, attorney, one share; F. W. Wagner, who will be manager and chief engineer, one share.

Schenectady Denial

Seeking a new station with 1,000 watts night and 5,000 day at Schenectady was Citizens Broadcasting Corp., 75% controlled by Transamerican Radio & Television Corp., which previously had also unsuccessfully backed a new station project in Cleveland. The Commission held that the Schenectady-Troy area was already adequately served and that WXYZ, Detroit, and CJCB, Sydney, Nova Scotia, would be adversely affected by this grant.

The same facility was unsuccessfully sought, but with 1,000 watts day and night using directional antenna, by Thomas J. Watson, president of International Business Machines Corp. at Endicott, N. Y., who had originally asked for the station to contact employes of his plants and to "promote international peace." Also rejected, though asking for 500 watts night and 1,000 day, was Hampden-Hampshire Corp., headed by William Dwight, editor of the *Holyoke Transcript-Telegram*.

An application of KUJ, Walla Walla, Wash., to build a new transmitter and antenna to utilize 560 kc. with 250 watts was denied. The station now operates with 100 watts day and 250 night on 1370 kc.

Also denied was the application of WLAP, Lexington, Ky., to shift from 1420 to 1270 kc., and increase power from 100 watts night and 250 day to 1,000 watts full time.

Prune Disc Series

CALIFORNIA Prune Growers, San Francisco (prunes), seasonal users of radio, through Lord & Thomas, Los Angeles, in early January starts a twice-weekly quarter-hour transcribed series, *Hollywood Discoveries*, on a group of stations nationally. Series, written by Fred Runyon, features Hedda Hopper, ex-film actress, as commentator, with Ken Carpenter, NBC Hollywood announcer, handling commercials. James Fonda of Lord & Thomas, Hollywood radio production staff, is producer of the series.

REP. STEFAN

WJAG, Norfolk, Neb., staged a Karl Stefan Day in honor of his reelection to the U. S. House of Representatives. Mr. Stefan was chief announcer of WJAG prior to his election to Congress in 1934. To open the event Dec. 19 Mr. Stefan personally conducted a street interview and a news period. Installments in his life were dramatized by the WJAG staff. Although the idea was conceived at the last minute, a promotion drive brought many spot announcements.

Camel Spots Planned

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on Jan. 1 is starting a transcribed spot announcement campaign for Camel cigarettes on a large list of stations which to date has not been decided. Contracts will run from 26 to 52 weeks, the number of announcements varying on each station. Wm. Esty & Co., New York, agency in charge, is making more definite plans for the campaign at the present time.

Hampson Gary Is Named To Federal Banking Post

HAMPSON GARY, former general counsel of the FCC, whose resignation was forced by Chairman Frank R. McNinch last October as a high spot of his reorganization drive, is joining the Export-Import Bank as solicitor, a newly-created post.

This position, it is understood, was the one offered the former Minister to Switzerland prior to the summary move by the FCC and which he declined at that time. The bank functions under the Reconstruction Finance Corp., of which Jesse Jones, a fellow Texan, is chairman. Mr. Gary's tenure as general counsel of the FCC expired with the absorption of his accumulated leave on Dec. 31. William J. Dempsey, acting general counsel since Mr. Gary's departure, thereby automatically becomes general counsel.

No FCC Proposals for New Legislation Are Expected When Congress Convenes

UNLESS THE unexpected happens, there will be no recommendations from the FCC for new legislation when Congress convenes Jan. 3.

At best, according to informed FCC sources, there may be an interim report to Congress later on in which Chairman McNinch outlines the current status of FCC affairs with emphasis on those matters which have aroused greatest Congressional interest in the past —superpower, programs, networks, purported monopolistic tendencies and, in the common carrier field, the status of the AT&T investigation and the plight of the landline telegraph companies.

Generally speaking, the Commission is hardly in a position to make any definite legislative recommendations based on actual findings. Several projects have been launched but none completed. For example, the Commission is still in the first phases of its network inquiry, which embraces such matters as tendencies toward monopoly, multiple ownership, leases and management.

No Superpower Ruling

In the superpower field, a Commission committee has made a recommendation that WLW be denied renewal of its experimental authorization to broadcast with 500,000 watts but no decision has yet been rendered. On programming and program complaints, new procedure is awaiting Commission action after a committee kept the issue on ice for most of the year. On proposed new rules and regulations governing broadcasting, which embraces the projected reallocation of the broadcast spectrum, the three-man committee has not yet submitted its report and recommendations to the Commission.

Thus, in the broadcasting field alone, there has been no crystallization of policy by the Commission which would place it in the position of making recommendations for new legislation backed by actual findings.

Even though talk of a Congressional investigation of the broadcasting and of the FCC has subsided, there still are signs aplenty of radio interest in Congress. For example, no date has been set for hearings on the 1939-1940 FCC appropriations before the House subcommittee in charge of independent offices finances [BROADCASTING, Dec. 15]. Usually the hearings are held in December, with the independent offices bill, including FCC appropriations, considered by the House during the first fortnight of the new Congress.

As BROADCASTING went to press, it was considered likely the committee was holding its fire until after Congress convened. Should the independent offices appropriation bill be introduced without provision for the FCC, its funds would have to be taken care of in a deficiency appropriation. The Commission's present funds run until July 1.

Another angle on the action of the appropriations subcommittee, which is headed by Rep. Woodrum (D-Va.), is that members of Congress may have in mind FCC reorganization as part of the Administration's reorganization legislation which is slated for early consideration. The departmental reorganization bill was killed last session but in its original form it provided for absorption of the FCC by the Department of Commerce. In committee, however, the FCC, ICC and Federal Trade Commission were eliminated with the understanding they would retain their independent status.

Now, however, sentiment appears to have changed somewhat and there is a strong feeling that several of the independent agencies which have been fraught with controversy, like the FCC, ICC and the Bituminous Coal Commission, are headed for reorganization. It thus is conceivable that the House subcommittee is foregoing consideration of the FCC appropriation with the reorganization factor in mind.

The FCC annual report, which goes to Congress when it convenes, will contain no legislative recommendations of any importance, it is understood. It had been expected that Chairman McNinch would send to Congress definite proposals, based on the several studies which are underway but the fact that all of them have been delayed mitigates against that possibility, according to informed sources.

NBC Challenges Jersey Utility Act

CONSTITUTIONALITY of the New Jersey Public Utility Commission Act was questioned by NBC attorneys who appeared before a three-judge statutory court in Trenton, N. J., on Dec. 9 to show reasons why NBC had not requested permission of the State's Public Utilities Commission before beginning to erect an antenna at Bound Brook, N. J.

NBC had previously procured permission from the FCC to move its ultra-high frequency experimental station, W2XDG, from New York to Bound Brook and contended that with this approval it did not need permission from any State board. Thomas Haight, New Jersey attorney, argued NBC's case before Justices J. W. Davis of the Circuit Court and Philip Forman and John Boyd Avis of the U. S. District Court.

Court action resulted from an attempt by the P. U. C. to prevent NBC from proceeding with work on the antenna without Commission consent [BROADCASTING, Oct. 1]. At that time, NBC said: "NBC believes the statute of the State of New Jersey, requiring the operator of a broadcasting station, licensed by the FCC, to secure a certificate of convenience and necessity from the New Jersey Board of Public Utility Commissioners, to be an unconstitutional exercise of regulatory power by the State, inasmuch as the Federal Government has already completely regulated the field of broadcasting."

Popsicles for 84

JOE LOWE Corp., New York, will start a campaign for frozen Popsicles of three quarter-hour transcribed programs weekly, *Buck Rogers in the 25th Century*, on 84 stations throughout the country, some of the contracts to start on April 1 and some on May 1. Biow Co., New York, handles the account.

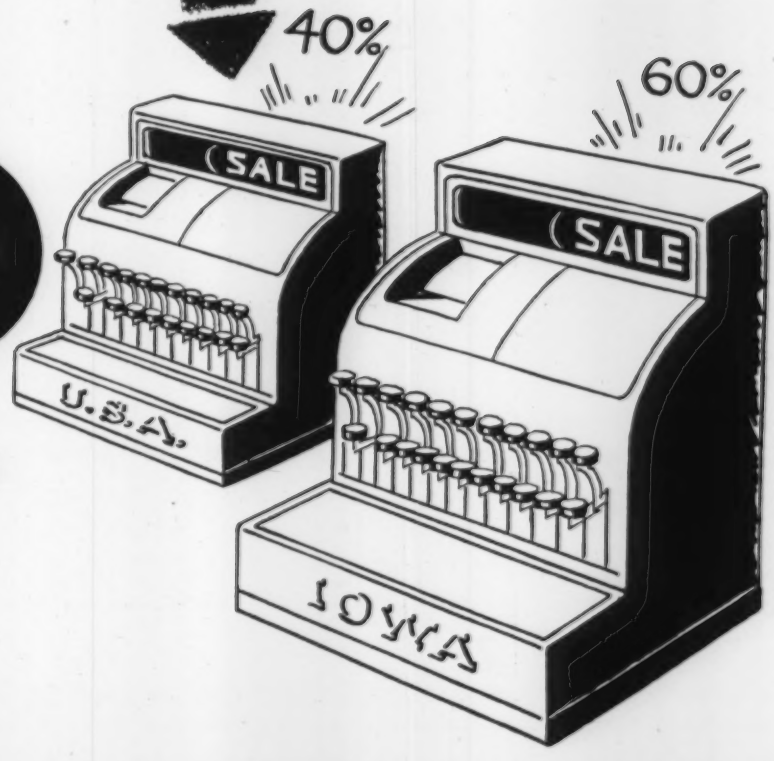
WHO offers

66% EXTRA RESULTS DURING 1939 —from "IOWA PLUS"!

If you've been trying to cover Iowa without WHO, now's the time to make a New Year's Resolution!

WHO covers Iowa *completely* — with almost eight times more night power than all other Iowa stations combined (at less than one-third the cost)! . . . But this alone doesn't account for the tremendous RESULTS that WHO gives its advertisers. WHO also offers an EXTRA listening audience, outside of Iowa, which is two-thirds as big as our Iowa following itself!

Automatically, this PLUS of "Iowa Plus" brings 66% more value for your money, 66% greater RESULTS. Shall we wrap it up for you?



WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

TRANSFER OF WMBO APPROVED BY FCC

APPROVAL of the transfer of WMBO, Auburn, N. Y., from Roy L. Albertson to the Auburn Publishing Co., publisher of the *Auburn Citizen-Advertiser*, for $15,000, was announced Dec. 16 by the FCC. Simultaneously, the Commission approved renewal of the licenses of WMBO and of WBNY, Buffalo, which is owned by Mr. Albertson, after the station had been cited because of question as to whether the control of WMBO had been transferred without authority.

The decision brought out that the newspaper on July 28, 1936, contracted to purchase WMBO from Mr. Albertson for $15,000, subject to Commission approval. However, $5,000 was advanced immediately to Mr. Albertson for payment of WMBO obligations and thereafter the balance of $10,000 was advanced to him. The stock was deposited with the Auburn Trust Co. in Albertson's name and it was found that no transfer was made to the newspaper.

Moreover, it was brought out that to rebuild the station completely, approximately $20,000 was advanced to WMBO Inc. through a credit established by the newspaper with the Auburn Trust Co. The Commission concluded that the evidence showed that notwithstanding the advances the publishing company "has not exercised any control whatever in the corporate organization of WMBO" and has not interfered with or taken any part in management of the station. The decision became effective Dec. 19.

Proposed Program Procedure Meets Opposition Within FCC

ANOTHER obstacle to revision of FCC procedure on program complaints has been met, resulting in further delay in action.

Latest word was that the controversial issue had been passed over by the Commission after receipt of conflicting reports from its program complaint committee of three Commissioners and that action would not be taken until after the first of the year.

The Committee—comprising Commissioners Craven, Sykes and Payne, the latter as chairman—was delegated last March with the task of proposing new procedure in handling listener and other complaints involving programs. This resulted from haphazard handling of such matters, with stations indiscriminately cited on license renewal or otherwise stigmatized by announcements regarding program citations no matter how irresponsible the complaint.

Committee Disagrees

While no official word has been forthcoming, it was generally understood the Commission had asked the program complaint committee to submit its report by Dec. 15. Best information is that Commissioner Craven submitted a report in which he suggested entirely new procedure which would entail thorough investigation of the responsibility of complaints before action was taken against the station by the Commission, thus eliminating the stigma of temporary license or public citation.

This procedure, however, apparently was not concurred in by the other Committee members who took a different position with respect to recommended procedure. Thus, the whole matter was tossed in the lap of the Commission with two separate reports, one having the support of Commissioners Sykes and Payne and the other that of Commissioner Craven.

Preliminary to the committee's action, the FCC law department, at the Commission's direction, conferred informally with the Department of Justice in connection with program violations falling under the penal statutes, such as alleged lottery and profane utterances. The Department, it is understood, offered its cooperation on such matters which presumably would mean that in such instances the Commission simply would notify the Department after investigation and permit it to proceed in its own way under the criminal laws.

While the whole subject is fraught with danger because of the censorship angle, the industry long has felt the Commission should establish a definite prescribed procedure in handling such matters. "Crackpot" complaints and others of an irresponsible nature, it is felt, should not be given the status of a formal complaint and machinery by which they might be checked has been urgently recommended.

Moreover, broadcasters themselves, through counsel, have contended that all matters entailing violation of criminal laws, or those under the jurisdiction of other governmental agencies such as the Post Office Department and Federal Trade Commission should be referred to those agencies before FCC citations.

To the Advertisers and Agency Executives of New York:

WE ARE pleased to announce the appointment of Don Miller as manager of our New York office. You old timers in radio advertising may remember Don Miller from his early days in radio with station WOR. That was ten years ago. Others of you will remember Miller for his creative ability as one of the country's top producers of spot radio business during his six years of association with Scott Howe Bowen Inc. Miller's next assignment was as sales manager of the Raymond Molle-Vincent Astor magazine *Today* after which he spent two years with the *Cosmopolitan Magazine* in the New York, Philadelphia and New England territory. But once a radio man always a radio man, so Miller returned to the radio field as sales representative of the World Broadcasting System. And now we are sure that Don's many good friends throughout the East will be as happy over his appointment as manager of our New York office as we are in having him become associated with us.

William G. Rambeau Company

Chicago New York Detroit San Francisco

WCOV in Montgomery Ready to Take the Air

WCOV, new 100-watt daytime station in Montgomery, Ala., authorized last June by the FCC to operate on 1210 kc., will begin operating on or about Jan. 1 under the general managership of G. W. Covington Jr., who with John S. Allen is to be licensee. Mr. Covington and Mr. Allen each also owns one-third interest in WHBB, Selma, Ala.

The station's studios are located in the Exchange Hotel, and Collins transmitter and 204-foot vertical radiator are located just outside the city limits. Weston E. Britt has been named program and musical director; Herbert Johnson, formerly of WBHP, Huntsville, and Byron Jenkins, formerly of WGST, Atlanta, WRVA, Richmond, and WDNC, Durham, announcers; Al Thompson, formerly of WSFA, Montgomery, and Homer Johnson, formerly of WHBB, Selma, engineers; John S. Allen, R. B. Raney, Jack Hughes and H. D. Hill, commercial staff; Mrs. Evelyn Robinson, executive secretary and office manager.

Approval Is Given KFDM's Transfer

FCC Tentatively Consents to Transaction in Texas

SALE of KFDM, Beaumont, Tex., by the Magnolia Petroleum Co. to the Beaumont Broadcasting Corp., headed by C. W. Snider, Wichita Falls industrialist, and Darrold A. Kahn, former manager of KGKO when it was in Wichita Falls, was tentatively approved by the FCC in a decision announced Dec. 16. The total consideration was $115,000, of which $90,000 will be paid to Magnolia and $25,000 to the Sabine Broadcasting Co., lessee of the station.

The Commission approved the assignment conditional upon furnishing of satisfactory evidence that the sales contract will be modified to preclude recapture of the station by Magnolia or Sabine, should the new corporation fail to comply with the terms of the sales contract. In so doing, the Commission followed the reasoning it used in denying sale to CBS of KSFO, San Francisco, on the ground that there was a "reversionary" clause which in effect might mean violation of the transfer section of the Communications Act.

Terms of Payment

KFDM operates on 560 kc. with 500 watts night and 1,000 watts day unlimited time. It is an NBC outlet. J. M. Gilliam has been operating the station as head of Sabine under lease from Magnolia.

Mr. Kahn, well-known in broadcasting circles, will become general manager of the station. Mr. Snider, principal stockholder in the new corporation, is Mr. Kahn's father-in-law. The $25,000 figure to be paid to Sabine was set aside for payment of existing debts, with the balance if any to be paid to Sabine.

Under the terms of the transaction, in addition to the $25,000 in cash deposited by Beaumont with Magnolia for payment of Sabine's debts, $40,000 was to be paid in cash upon approval of the assignment, with $20,000 to be paid on or before one year from the date of approval, and the remaining $30,000 to be paid on or before two years from that date.

The Commission said that an inventory of the KFDM property showed that the original cost of the equipment and physical properties of the station was $51,586.38, the depreciated value $29,404.43 and the replacement value new $57,183.37. The case was heard by an examiner on Oct. 12, 1937 and he recommended a grant.

WHAT to Be Sold

INDEPENDENCE Broadcasting Co. Inc., subsidiary of the *Philadelphia Public Ledger*, operator of the 100-watt WHAT, has applied to the FCC for authority to sell the station to Bonwit-Teller & Co. of Philadelphia, women's apparel firm, for $10,000. The station's stock would be purchased in its entirety, and W. Porter Ogelsby Jr., manager of the station and son-in-law of John C. Martin, publisher of the *Ledger*, would retire from its management. The station shares time on 1310 kc. with WTEL, Philadelphia, and WCAM, Camden, N. J.

PITTSBURGH RADIO NEWS

JANUARY 1, 1939 Vol. 1, No. 1

KQV GOES FULL TIME! DOUBLES ITS POWER!

RAMBEAU APPOINTED BY WJAS AND KQV AS NATIONAL REPRESENTATIVE

Effective January 1st, 1939, William G. Rambeau will act as national advertising representative for both WJAS (Columbia Basic Network) and KQV (independent station), according to an announcement made by H. J. Brennen, General Manager, and Robert M. Thompson, Commercial Manager, of WJAS-KQV.

"We selected the Rambeau organization after an investigation and comparison with all the leading representative organizations. It has always been our policy to render advertisers a complete intelligent service, based on a knowledge of their advertising and merchandising problems in Pittsburgh.

"Bill Rambeau came to radio with a background of many years advertising and merchandising experience and applies that knowledge to the advantage of the advertisers and advertising agencies he serves. Around him he has built an organization of mature men, all of whom were well grounded in advertising and sales experience before entering the radio field. Hence they are fitted to render service not only to our stations but to the national advertisers served by us."

PIONEER PITTSBURGH STATION STARTS ITS TWENTIETH YEAR

Founded in 1919, KQV Pittsburgh celebrates its 20th year with the announcement that it now broadcasts on full time, and has increased its power to 1000 watts.

With a stronger signal strength in Pittsburgh and a wider service area, KQV now offers a greater market coverage at no increase in cost. KQV has won its present national advertising recognition the hard way; as an independent daytime station doing an outstanding selling job on retail accounts, through sports, news, local-interest shows and other local features. Before you buy Pittsburgh radio, compare KQV coverage and cost!

WJAS AND KQV "AUDIENCE-TESTED" PROGRAMS

There's no guesswork about the sales power of WJAS and KQV spot programs . . . they have been audience-tested over a number of years and have a successful selling background. Among these programs are (1) Musical Clock—on the air five years. (2) Transradio News Service—on the air 4 years. (3) The Luncheon Guild—with a visible audience alone of over 70,000 women annually. (4) Man On The Street—a program with a big sales record. The William G. Rambeau Company has complete information on all these programs.

Rambeau RADIO NEWS

AUDIENCE TESTED PROGRAMS OF PROVEN SALES POWER

The biggest news of the new year is that all of these Major Market Spot Stations have some real "audience tested" programs that have already won an audience and are ready to go to work for you. ***Here's what we mean!***

WNEW
New York

THE BALLROOM IS MAKE BELIEVE BUT THE SALES RECORDS ARE REAL

"Make Believe Ballroom"—of course you've heard of this one—Martin Block and his Ballroom are as much a part of New York as Times Square or the Empire State Building. Still piling up sales records for advertisers. . . . "According to Hoyt" means Waite Hoyt, one of baseball's greatest heroes doing his daily chore on all sports for New York fans. It's a natural!

KITE
Kansas City

KITE GIVES KANSAS CITY ITS FIRST REAL BARN DANCE

"Plug" Kendrick is in town! At last Kansas City is being treated to some radio showmanship. Here's how—"KITE Barn Dance"—Twelve groups of hill-billy entertainers built into a good old hoe-down for the Saturday night listeners. They like it. . . . "Tuneful Tick Tocks"—an easy-to-listen-to breakfast program. . . . "News Around the Clock" and many others we would like to tell you about.

KQV-WJAS
Pittsburgh

70,000 CLUB WOMEN CAN'T BE WRONG

"The Guild Luncheon" with a visual audience of 70,000 club women a year and plenty of cash register evidence to prove that the folks who stay home like the program. . . . "Man on the Street" with a sales record to boast about—Two good bets—both ready to go.

WOL
Washington, D. C.

WALTER COMPTON GIVES THE NEWS IN THE WORLD'S NEWSIEST TOWN

"News of the Day" means local news, Washington news, and world news by that old time news reporter, Walter Compton, in the most news-hungry city in America. . . . "Jimmy Scribner's Johnson Family"—here's one of the most amazing programs on the air. Ask us.

WIND
Chicago (Gary, Ind.)

BIG TIME, BIG LEAGUE ENTERTAINMENT AT A BUSH LEAGUE PRICE

The Major League play-by-play baseball broadcasts are looking for a sponsor—and what a program. . . . We would also like to tell you about that novel program "Listen to Yourself". This one goes on in your own dealers' stores. And do they like it! Plenty of merchandising angles.

Space does not permit listing all of the good ready-to-buy programs on these stations. Tell us about your product and your problems and we will try to find a program that fits. We might even have a worth while idea on marketing and merchandising. Try us.

WILLIAM G. RAMBEAU COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

RADIO'S FIRST SPECIAL REPRESENTATIVES

KANSAS CITY SALES

UP! UP! UP! with KITE

"Plug" Kendrick does it again!

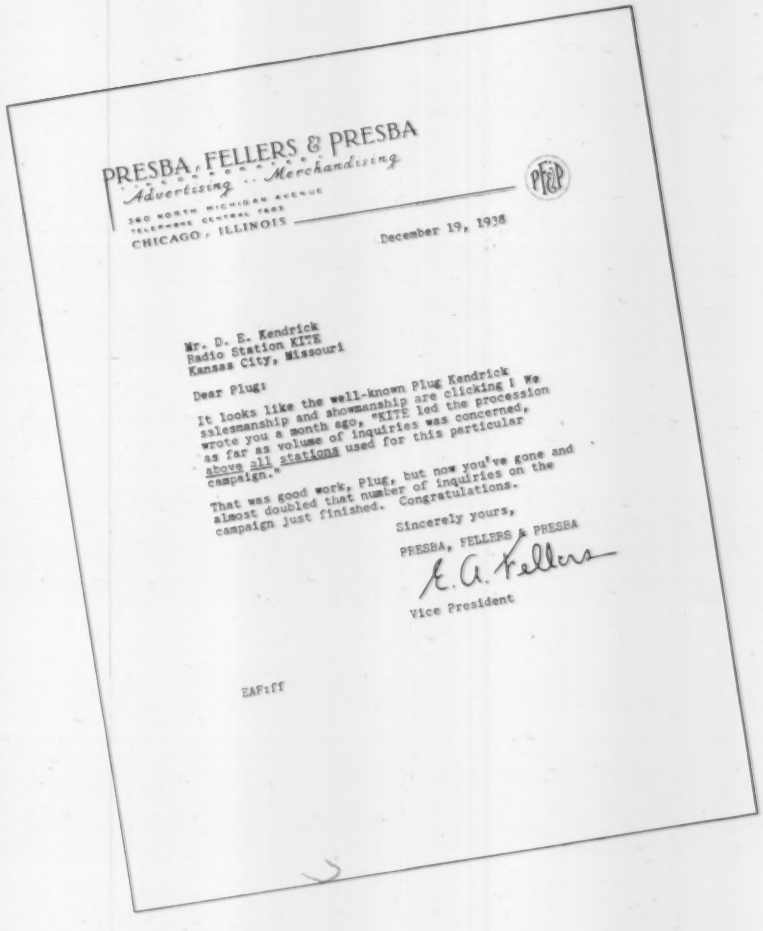
KANSAS CITY
Listens • Buys • Writes

Client's mail up 100% in November

Listen to what other advertisers say: "Sales up 435%" . . . "Most unusual commercial radio program in our experience." "Retailers over trade territory received calls and ordered from jobber until he was completely out of stock." That's the way "Plug" Kendrick is doing the job in Kansas City.

KITE BLANKETS K. C.

Out of the 23,091 pieces of KITE mail for November, 9,475 of 'em—41%—came from Greater Kansas City. That's doing a *real job* in a major market! If you want to know how YOU can get response from Kansas City, phone, wire or write the *William G. Rambeau Company*. They have facts and figures on KITE that you simply can't afford to overlook.



PRESBA, FELLERS & PRESBA
Advertising . . Merchandising
360 NORTH MICHIGAN AVENUE
TELEPHONE CENTRAL 7080
CHICAGO, ILLINOIS

December 19, 1938

Mr. D. E. Kendrick
Radio Station KITE
Kansas City, Missouri

Dear Plug:

It looks like the well-known Plug Kendrick salesmanship and showmanship are clicking! We wrote you a month ago, "KITE led the procession as far as volume of inquiries was concerned, above all stations used for this particular campaign."

That was good work, Plug, but now you've gone and almost doubled that number of inquiries on the campaign just finished. Congratulations.

Sincerely yours,

PRESBA, FELLERS & PRESBA

E. A. Fellers

Vice President

EAF:ff

KITE

D. E. "PLUG" KENDRICK, Mgr. **KANSAS CITY, MO.**

National Representative

William G. Rambeau Company

New York, Chicago, Detroit, San Francisco

New Gulf Series Hurdles Obstacles

Argument With Screen Guild Over Talent Is Settled

GULF OIL Corp., Pittsburgh (gasoline), which will sponsor Screen Actors Guild radio program on CBS starting Jan. 8 has tagged the series *Hollywood Guild*. It will be remoted from El Capitan Theatre, Hollywood, Sunday, 7:30-8 p. m. (EST). Tom Lewis will get production under way for Young & Rubicam, agency servicing the account. He will later relinquish the post to take over an executive position with the firm in New York.

Controversy between Screen Actors Guild and J. Walter Thompson Co. which threatened to disrupt plans for the series, has been amicably settled. Cooperation by J. Walter Thompson Co. with aims and purposes of SAG was pledged by Danny Danker, vice-president and Pacific Coast radio head of the agency in a letter sent the organization. Statement of policy by J. Walter Thompson Co. is outcome of controversy over Carole Lombard, film actress, guest-starring the first program, one week in advance of her regular appearance on the new Kellogg Co. series, starting Jan. 15 on NBC.

Offers to Cooperate

Danker's communication to SAG follows: "M. C. Levee, representing the agents and Ralph Morgan and George Murphy, representing the actors, asked me to state the situation relative to Guild members who are under exclusive radio contract to our clients. We are thoroughly and sincerely sympathetic with the aims and purposes of the Guild and have acquainted our clients with the importance of the charitable work which has been undertaken. Whereever an artist can be released to appear on the program produced by the Guild under commercial sponsorship without conflict in schedule or interest to our client and his radio program, we would naturally be glad to cooperate in so worthy a cause.

"Obviously the Guild does not wish to handicap the private employment of its individual members or embarass the sponsors who employ its members. We feel confident that the aims and purposes of the Guild can be accomplished without occasioning either of these results."

The J. Walter Thompson Co. guest contracts prohibit appearances of talent on any radio show outside of its own for a period of 30 days prior to commitment.

Miss Lombard was withdrawn from consideration for the initial Gulf Oil Corp., program when Ralph Morgan, president of the actors association, declared SAG had no intention of interfering with previous contractual commitments. Screen Actors Guild will receive $10,000 weekly from the program. This will be turned over to its Motion Picture Relief Fund for building purposes. Oscar Bradley will conduct music.

NBC broadcast the transfer of Associated Press offices in New York to Rockefeller Center with an hour program titled *Ninety Years of News*. Byron Price, AP news editor, made a short address.

THE STAGE is set like this when WHB, Kansas City, puts on one of its "nundination" promotion shows. Participating are (l to r) M. H. Straight, sales manager; Ed Dennis, salesman; John T. Schilling, general manager; Frank Barhydt, continuity editor; Don Davis, president; Al Stine and John Wahlstedt, salesmen, all ready for the curtain call.

WHB HAS ITS NUNDINATION

And Kansas City Got an Eyefull of Impressions —During Autumn Promotion Campaign—

WHAT is "Nundination"? The word may mean nothing to you, but some 500 gregarious business men and business women in Kansas City—along with their wives, children and friends' friends—can tell you.

Nundination is a rather far-fetched synonym for salesmanship. It formed one of the elements in a promotional campaign launched by Don Davis for WHB, Kansas City.

In planning the drive last summer it was agreed it should be a campaign of *ideas*, rather than *money*, and that all media should be employed *cleverly*, rather than bombastically. In other words, each impression during the series should merely lessen resistance of the prospect for the salesman assigned to him, rather than attempt to *make* the sale.

Since WHB was in the business of advertising—in the business of selling ideas—any advertising the station did was indirectly a sample of the advertising the station could do. An ill-planned broadside or a letter which carried with it no particular distinction would necessarily become advertising for the competition — negative selling for WHB.

Some Comedy Dramas

Work was begun in July on eight mailings and a luncheon club show—all to be used during the month of September. By the first week in August, all pieces were addressed, assembled and ready to go. When the campaign began, there was nothing left to do on the mailings but dump them into the mailbox on specified dates.

The luncheon club show was more of a departure from usual promotional procedure than the mailings. WHB had used the very natural medium of the luncheon club presentation before, as had other stations in the city. With competition severe, WHB hit upon the idea of a series of comedy dramas, played in brightly-colored stage, and climaxing with a surprise introduction of the station's four salesmen. Not only the stage, but also a bulletin board covered with pictures and graphs ballyhooing WHB, carried the teaser-line, "Nundination Is a Cinch".

Don Davis began each of the ten scheduled shows with a 12-page chart talk on radio and WHB. He wound up the talk with a final chart, proclaiming — "Use WHB and Nundination Is a Cinch!" At that point, education was forgotten and entertainment began.

With introductory and between scenes remarks by an off-stage narrator, working on a p.a., black-out episodes successively showed a Roman slave-trader who became so bitter over market conditions that he gave the beauteous, scantily-clad young lady to the president of the club . . . a medieval armor-maker who made a better product at a lower price, but left out the "umph" . . . a city slick who failed to sell a country hick the Brooklyn Bridge because the hick had already bought it . . . a medicine hawker who discovered "man-to-men" selling, but complained that his "sales were too slow" . . . and then finally, a somnolent modern business man whose secretaries brought money in by the armload, and who finally phoned WHB complaining that his sales were 60% lower than a week before.

As a climax, the four caricatures at the sides of the stage suddenly rolled up as window shades, and the real faces of the salesmen represented appeared in a quartet number, "Nundination with the Floy Floy". Incidentally, the salesmen are only stooges as far as the singing is concerned. A transcription on the p.a. provides the sound.

Program Award

MEL WILLIAMSON, producer of Hixson-O'Donnel Adv., Los Angeles, for the CBS Pacific network program, *Calling All Cars*, sponsored by Rio Grande Oil Co., and Charles Frederick Lindsley, narrator, were on Dec. 21 presented with the Institute of Audible Arts Trophy for "the most consistently excellent program broadcast in western United States during 1938". Presentation was made by Ralph L. Power, Los Angeles radio counselor, on behalf of the Institute, at CBS Hollywood studios.

WMC, Memphis, has been granted special FCC authority to operate with 5,000 watts night until Jan. 4 in order to overcome interference from CMQ, Havana, also operating on 780 kc.

Burn-Smith Co. Formed As National Rep Firm; Assumes Devine's List

WALTER P. BURN and G. Byron Smith II have organized a new station representative organization, Burn-Smith Co., which will begin operations Jan. 2 by taking over the national representation of the stations now handled by J. J. Devine & Associates, which is dropping the radio angle of their business to confine activities to the representation of newspapers. Mr. Burn, president of the new company as well as of Walter P. Burn & Associates, research and promotion firm, which has done extensive work in radio for both networks and individual stations, says that the two organizations, while entirely separate, will cooperate.

Mr. Smith, who has been manager of the radio department of the Devine company, will be secretary and treasurer of the new representative firm. William Noble, vice-president of Walter P. Burn & Associates, will hold the same title with Burn-Smith. In New York the two companies will occupy adjoining offices at 7 W. 44th St. Burn-Smith will also maintain offices in the Bell Bldg., Chicago, and the New Center Bldg., Detroit, which will be manned temporarily by members of the Devine company until permanent appointments to these posts are named. Walter L. Reid, formerly with the Burn organization, will leave for the West Coast immediately after the first of the year to establish an office there for Burn-Smith, while Edgar Felix sets up a Washington office as director of research and engineering for the firm.

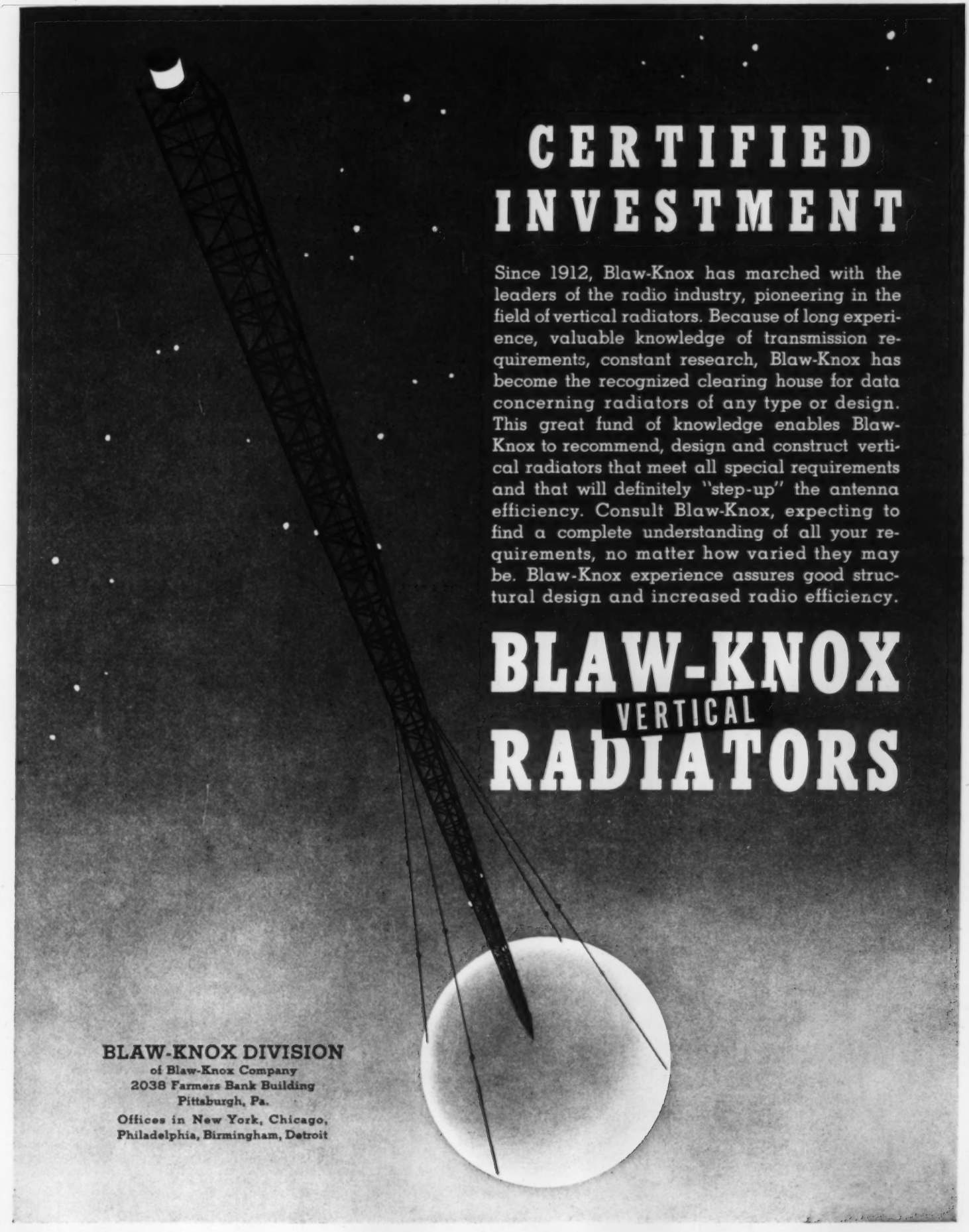
In announcing withdrawal from the radio field, J. J. Devine said his firm will continue as exclusive national representatives of newspapers. He announced its list of stations, some of which will not go under the Burn-Smith banner, as follows:

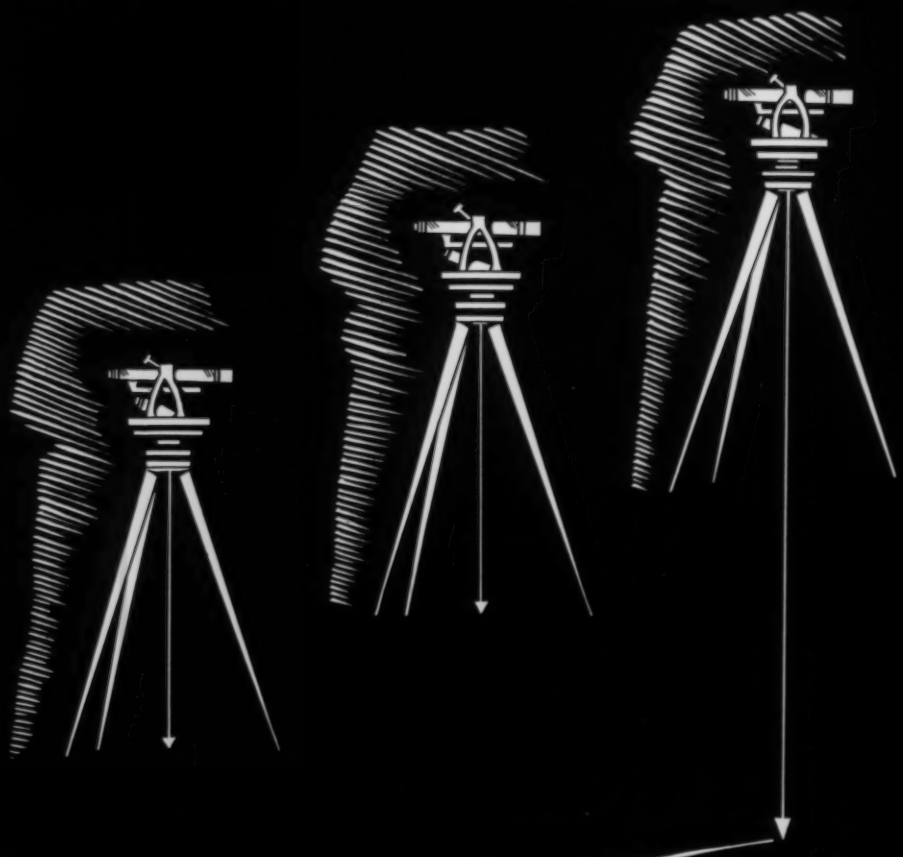
Alabama—WMFO, Decatur; WAGF, Dothan; WBHP, Huntsville; WMSD, Sheffield; WJRD, Tuscaloosa.
California—KMTR, Hollywood.
Georgia—WRDW, Augusta; WKEU, Griffin.
Illinois—WJBL, Decatur.
Indiana—WHBU, Anderson.
Kentucky—WCMI, Ashland; WLAP, Lexington.
Louisiana—KPLC, Lake Charles.
Massachusetts—WORL, Boston.
Michigan—WELL, Battle Creek; WBEO, Marquette; WKBZ, Muskegon.
Minnesota—KGDE, Fergus Falls.
Mississippi—WGGM, Gulfport; WFOR, Hattiesburg; WAML, Laurel.
New Jersey—WAAT, Jersey City; WHBI, Newark.
North Carolina — WFTC, Kinston; WMFD, Wilmington.
Tennessee—WOPI, Bristol.
Virginia—WRNL, Richmond; WCHV, Charlottesville; WBTM, Danville; WGH, Newport News, and Virginia Broadcasting System including these four stations and WLVA, Lynchburg.

Du Pont's Test

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., has just finished running a test campaign for its new product Cel-O-Glass, consisting of one-minute spot announcements thrice weekly on WGAL, Lancaster, Pa., and WSAN, Allentown, Pa., and two-minute spot announcements on WHO, Des Moines. The campaign ran for 13 weeks from Nov. 1 through the middle of December. Further plans will be announced later. BBDO, New York, is the agency in charge.

XUM


CERTIFIED
INVESTMENT
Since 1912, Blaw-Knox has marched with the leaders of the radio industry, pioneering in the field of vertical radiators. Because of long experience, valuable knowledge of transmission requirements, constant research, Blaw-Knox has become the recognized clearing house for data concerning radiators of any type or design. This great fund of knowledge enables Blaw-Knox to recommend, design and construct vertical radiators that meet all special requirements and that will definitely "step-up" the antenna efficiency. Consult Blaw-Knox, expecting to find a complete understanding of all your requirements, no matter how varied they may be. Blaw-Knox experience assures good structural design and increased radio efficiency.
BLAW-KNOX
VERTICAL
RADIATORS
BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.
Offices in New York, Chicago,
Philadelphia, Birmingham, Detroit



THREE SURVEYS WITH BUT A SINGLE THOUGHT

SURVEY making is a hazardous business, honeycombed with pitfalls for the unwary. The results are as contrary, oftimes, as a left shoe on a right foot. Some day an Emerson or a Thoreau will write an essay on the general orneriness of surveys.

That's why, when we found three entirely independent radio advertising surveys made by three completely separate firms that reached the same identical conclusion, we knew we had something.

As a matter of fact, we had three surveys with but a single thought.

And that thought . . . well, read on.

*TRANSCRIPTION COMPANY SURVEY**

With the help of its advertising agency, an important New York transcription company picked 1,000 national advertisers and agency executives at random from McKittrick's, asked "*Which magazine do you read for news of radio advertising?*" BROADCASTING garnered 73.4% more votes than the second radio advertising publication choice; received nearly as many as the second, third, fourth, fifth and sixth choices combined. This firm has since increased its space in BROADCASTING 100%.

The thought . . . *it's pretty obvious, of course.*

*WEST COAST STATION SURVEY**

An alert California regional wanted to get the advertising trade publication lowdown. It commissioned its advertising agency to send questionnaires to agency executives throughout the United States, listing the 12 most prominent advertising trade magazines, requesting they check those that in their opinions offered the best values for the promotion of radio stations. When the questionnaires were tabulated BROADCASTING was No. 1 *must* medium. Now BROADCASTING gets the No. 1 share of this station's national promotion budget.

The thought . . . *we'll leave that to you.*

*SOUTHERN STATION SURVEY**

A local station, even when it's an unusually active and prosperous little fellow, must watch its promotional pennies. So this North Carolina outlet, reaching out for national business, decided to make a survey. It canvassed a representative group of timebuyers, asked which publications could be expected to do the best job for it. Topping the list of advertising trade magazines, when the results came in, was BROADCASTING. *P.S. The schedule starts in January.*

The thought . . . *If you haven't got it yet, we're speechless.*

BROADCASTING

Broadcast Advertising

**Ask us who they are.*

Surveys point the way . . . advertise in BROADCASTING !

NBC Nears End of Hearing Testimony

Lohr and Woods Yet to Appear; Affiliate Relations And Program Policies Emphasized in Questioning

THE FCC's network inquiry, designed to ferret out purported monopolistic tendencies, plods into its third calendar month Jan. 4, with the first respondent—NBC—still on the stand.

Threatening to break every endurance record ever established for a radio session the proceedings have jogged along with little in the nature of fireworks. NBC, however, has placed into the record the greatest mass of information on network operations from all angles yet to be adduced. Much of the data unquestionably will be used for reference purposes.

Roy C. Witmer, NBC vice-president in charge of sales, took the stand Dec. 16 and concluded his testimony Dec. 21 when the investigating committee recessed over the holidays to Jan. 4. He covered every phase of network sales policy, rate structure, relationship with clients and agencies, program standards and operation statistics in a presentation replete with graphic and statistical data from the onset of NBC's operation.

Woods, Lohr to Appear

Yet to appear for NBC are Mark Woods, vice-president and treasurer who takes the stand Jan. 4 to discuss the network's financial structure, and Lenox R. Lohr, NBC president, who will deal with general policies and administration. David Sarnoff, NBC chairman of the board and RCA president, who opened the hearings Nov. 14 with a strong statement in which he launched the boom for industry self-regulation, will be recalled for cross examination probably following Mr. Lohr's testimony. Similarly, George Engles, vice-president in charge of NBC's Artist Service, is subject to recall for cross-examination.

Aside from the emphasis placed upon the competitive operation of the Red network against the Blue, Commission questioning has been directed largely toward program policies and relations with officials William J. Dempsey, general counsel, has handled the brunt of the examination.

Whether the Commission will endeavor to place in the record actual terms of individual station contracts, remains to be decided. It is known that the Commission staff, under Mr. Dempsey's direction, has prepared a "work-sheet" breaking down network contracts with affiliates and showing comparative compensation scales.

The Commission does not propose to place in the record any of its exhibits dealing with network operations until the network respondents, including NBC, CBS, and MBS, and the score of regionals, have presented their cases. It is hardly expected CBS will take the stand before the week of Jan. 10 and it is likely to consume at least four weeks in elapsed time to present its case. With MBS and the regional groups to follow, it may be the end of February before the Commission puts the direct testimony on network operations in the record. Its principal witnesses are expected to be Andrew D. Ring, assistant chief engineer, on duplication of programs from the technical end, and DeQuincy Sutton, head accountant, on contracts, financial aspects and similar statistical data.

With four other separate phases to the inquiry, and with all estimates of time knocked askew, participants have given up all efforts toward guessing the duration of the proceedings. It is already obvious that the original three-month estimate from Nov. 14 is short and double that time appears to be the minimum guess now.

Local Autonomy

NBC witnesses during the last fortnight in addition to Mr. Witmer, included Alfred H. Morton, vice-president in charge of managed, owned and programmed stations, Walter J. Damm, managing director of WTMJ, an NBC outlet, who covered program duplication, and Frank E. Mason, vice-president and assistant to the president, who related in detail the meteoric development of international broadcasting operations of the network, which he supervises.

Mr. Morton emphasized that the 15 managed, owned and programmed stations of NBC were autonomous locally. Moreover, he said that network programs can and are cancelled by such stations to make way for local programs on civic features of great importance.

Holding a Balance

Highlighting Mr. Witmer's testimony was his statement that NBC sells the Red and Blue competitively and always seeks to maintain a balance between them. He insisted there was no essential conflict in the development and sale of the networks but explained that particularly strenuous efforts are being placed behind the Blue, which has a separate sales force. It is conceivable, he said, that some day the point will be reached where the Red will be "second to the Blue". About 62.5% of the Red's total network time is commercial, while about 25% of the basic Blue time is being sold commercially.

Vice-Chairman Brown of the inquiry committee has been present practically all of the time and has presided. Judge Sykes also has been present at practically all times and Commissioner Walker has been a fairly consistent attendant. Chairman McNinch, however, has been occupied with other duties during the last four weeks of hearings.

* * *

Costs and Combinations Depicted by Mr. Hedges

TESTIMONY of William S. Hedges, NBC vice-president in charge of station relations, was concluded at the half-day session Dec. 14, with FCC Counsel Dempsey taking up his cross-examination. (Running account of proceedings from the opening session Nov. 14 through Dec. 13 was printed in BROADCASTING, Dec. 1-Dec. 15).

Responding to queries by Mr. Dempsey, Mr. Hedges explained costs and combinations available for network broadcasts, as set out in the latest available NBC rate card, issued as of Dec. 1. "The first real contribution to scientific rate-making was made by NBC in 1933-34 with its rate study, which was put into effect in 1935," he commented during his discussion with Mr. Dempsey on computation of rates.

Emphasizing the importance of owned-and-operated stations in the network setup, Mr. Hedges said time on these stations would cost the advertiser more if they were privately owned and continued, "There's been no rate increase since 1935 (for WEAF, New York, and WMAQ, Chicago). I think we're about due for an increase in New York and Chicago because of the increased audience and technical improvements in the stations."

Exclusivity Contracts Held With 36 Stations

"There have been several increases in the rates for individual stations since 1935," he observed further. "And it is probable that rates will continue to increase as stations continue to improve their facilities."

"The fewer contract restrictions we have on us the better, just as the fewer laws enacted the better,"

BEHIND the eight-ball that has adorned the lapel of every NBC witness to testify at the FCC Network Inquiry is Roy C. Witmer, vice-president in charge of sales, who spent the better part of a week on the stand tracing sales and policies from the NBC's origin in 1926. In the background is Vice-chairman Thad H. Brown, who has presided at most of the sessions.

Royal Foresees Increase in Exchange Of Broadcasts With South Americans

A CONSTANTLY increasing exchange of programs between the United States and Latin American countries during the next few years was predicted by John F. Royal, NBC vice-president in charge of programs, following his return from the Pan-American Conference at Lima, Peru, on Dec. 22.

Stressing the word "exchange" and stating that South America has many good programs to offer United States audiences, Mr. Royal said that only a lack of facilities has prevented Latin America from sending us as many programs as we now receive from Europe. This situation is rapidly being remedied, he said, pointing to the technical excellence of the broadcasts from the Conference, which would not have been possible two years ago, at the time of his last visit.

American programs are popular with our southern neighbors, he said, with Charlie McCarthy and Toscanini almost as well known there as here. Differences in language naturally prevent a large following for non-musical programs, he said, but radio and the talkies have greatly stimulated the study of English in all parts of Latin America. Most American programs are received directly from U. S. shortwave stations, he reported and although only about one-third of the receivers now in use in these southern countries are all-wave sets that number is mounting rapidly.

NBC international stations are laying down much better signals in South America than they did two years ago he stated, adding that shortwave programs are prominently featured in South American newspapers. Only a few American programs are rebroadcast locally at present, but he believes that this practice will increase since NBC has made an informal agreement with the broadcasting systems of every Latin American country permitting the rebroadcasting of any program sent out, Mr. Royal explained, adding that he expects a corresponding increase in rebroadcasts of Latin American programs in this country.

Stating that the purpose of his trip was both to arrange for the broadcasts from the conference and to discuss further exchange of programs between the two American continents, Mr. Royal said that there are many programs being broadcast in the south that would be equally good here. Brazil, Argentine and Mexico, are all developing excellent programs and program talent, he stated, adding that "South America also has just as much human interest material for special events broadcasts as any place in the world."

Asked about diplomatic relations between North and South America, Mr. Royal said he found them greatly improved and that he supposed radio had had some part in that change, along with a number of other factors. "American stations are being heard more frequently and with better signal strength and we are showing more consideration for the program tastes of Latin American listeners."

Of his 20 days away from his office, Mr. Royal spent seven at Lima and ten in the air, with stopovers at Guatemala and Mexico City accounting for the other three.

Mr. Hedges commented in discussing the exclusivity concessions granted by NBC to certain stations "after a knock-down-and-drag-out fight". Some 36 contracts at present contain an exclusivity clause which works one way or the other or both ways, according to the NBC official. The company's exhibit listed among affiliates carrying programs of another network in addition to NBC's: WEAN, WFIL, WHK, WSM, KTOK, KWK, WBAL, WCAE, WLW - WSAI, WABY, KSO and WICC.

On redirect, as the short session ended, NBC Counsel Philip J. Hennessey Jr. pointed out that an advertiser buying NBC time buys it on one of three Cincinnati stations (WLW, WSAI, WCKY).

With Judge E. O. Sykes the only member of the Committee sitting at the morning session Dec. 15, due to the absence of other members at an oral argument requiring a quorum of the Commissioners, Mr. Hennessey called Walter J. Damm, managing director of WTMJ, Milwaukee, explaining that he had been called as a witness because WTMJ presented the greatest individual duplication problem in either NBC network. Previously Mr. Hennessey had entered a group of exhibits supplementing those explained earlier by Worthington C. Lent, NBC allocations engineer, as requested by FCC Counsel George B. Porter during Mr. Lent's appearance.

Mr. Damm, questioned by Mr. Hennessey, said WTMJ and WMAQ "quite frequently" carried the same NBC program, and WTMJ and WENR "very rarely" do so. He explained that as public relations director of the Milwaukee Journal Co., he has carried on intensive studies of consumer habits for both the *Milwaukee Journal* and its radio station, WTMJ. After explaining the mechanics of distribution of the *Journal*, he said that carriers and distributors of the newspaper are available to distribute questionnaires and such in connection with consumer surveys.

Through the years an effective questionnaire technique has been developed, Mr. Damm said, with the survey extending through a typical cross-section of the population. Questionnaires, dealing with from 100 to 125 products, cover three questions—"Do you use the product? What brand do you use? How much do you use in a month?" The results of these surveys, he pointed out, coincide remarkably well with actual sales of the products in the survey territories, observing that in one case a coffee sales estimate reached by the survey came within 500 pounds of the actual coffee sales to retailers within the particular community.

Walter Damm Explains Radio Survey Technique

For radio, a new survey technique has been devised by the research bureau in which 50,000 telephone calls are made, asking "Do you own a radio? Is it operating now? To what station is it tuned?" Before this, other methods were used, among them a query in the regular questionnaire, "What is your favorite station?", house-to-house canvass, postcards and "delayed survey". The first was weak, he said, because "favorite station" does not mean "most-listened-to station"; the second, because it was too expensive and took too long; the third, because returns were incomplete. A report of these surveys has been published "practically every six months" since 1933, he said.

Mr. Damm also explained an exhibit on "daytime listening habits in Greater Milwaukee". "Results change with every survey", he declared, "and we can not compare one to another" very efficiently. Among constant factors in the results is that "WTMJ has most of the listeners most of the time", he added. The survey report introduced as an exhibit covered WTMJ, WISN, WEMP, Milwaukee, and WGN, WBBM, WLS or WENR, and WMAQ, Chicago. He emphasized that the report showed "what programs are listened to" rather than "what programs can be heard".

Mr. Damm drew an analogy between press association and syndicate service to newspapers and network service to radio. If newspapers, because of overlapping circulation, were prevented from publishing national and international news and syndicated features and cartoons, it would mean they would be purely local in character and could not fulfill their service obligation.

Needs Net Programs To Serve Milwaukee

Responding to Mr. Hennessey's request for a general conclusion on the matter of WTMJ's duplication problem, Mr. Damm said:

"If NBC were not available to WTMJ to act as a selling agent and as a source of programs, the cost to us of duplicating that service would be so tremendous it would be prohibitive. And if such service were not available to us, we would not be able to serve the people of Milwaukee so well. It would mean one of two things: We could either duplicate this service at great cost to ourselves, or do without, in which case listeners would not listen to us. In either case, it would put us out of business."

After explaining that this situation, as for WTMJ, applied to network service in general, and not alone to NBC service, Mr. Damm declared in an ensuing discussion with Judge Sykes that about one-third of WTMJ's time goes for network programs, 24.5% network commercials, and 9.9% network sustaining programs.

On Mr. Dempsey's cross-examination, he explained that by "most of the listeners" he did not mean "majority of the listeners", but only that "WTMJ had more listeners than any other station".

Management Policies Reviewed by Mr. Morton

Alfred H. Morton, recently elected vice-president of NBC and for the past two years in charge of its managed, owned and programmed stations, testified briefly in connection with management policies of the stations. Mr. Hennessey explained on behalf of NBC that Mr. Morton would restrict his testimony to network relationship phases rather than leases and management which are to be covered during another phase of the hearing, and multiple ownership, likewise scheduled for separate discussion.

Of the 15 stations in the M,O&P category, Mr. Morton explained that seven are owned directly by NBC—WEAF, WJZ, WRC, WTAM, WMAQ, WENR and KPO. NBC leases KOA, KGO and WMAL. It supplies programs to WGY, WBZ, WBZA, KYW and KDKA, he explained. He added that the stations located in New York, Chicago and San Francisco are not responsible to his department but report directly to the vice-presidents in charge of those divisions.

An exhibit showing the distribution of network and nonnetwork time on the M,O&P stations for 1937 was described by Mr. Morton. Roughly, it showed that the amount of operating hours used for broadcasting nonnetwork programs ranged from 3% for WJZ and 3.9% for WEAF to 43.8% for KDKA. Explaining the very low percentages for the New York key stations, Mr. Morton brought out that many of the programs of local origin in New York are of national interest and therefore may be fed to the network.

Particular emphasis was placed upon the policy of NBC that its M,O&P stations must function as local enterprises in their communities. Managers of the stations have complete autonomy in that regard. While broad policies are laid out by headquarters, he said local managers have great latitude of judgment, decision and action. They are given to understand that their responsibility is to take an active part in local activity in their respective communities.

Local Programs Often Have Precedence

If conflict develops between local and network programs, and the local program is of great importance, the network feature is cancelled by the local manager, he said. Commercial network programs also frequently have been cancelled in order to make way for outstanding local civic features, he said.

Alluding to the "must" sustaining features to be carried over M,O&P stations, Mr. Morton declared there are some two dozen of these features on the NBC Red and a slightly greater number on the Blue.

Under cross-examination by Mr. Dempsey, Mr. Morton declared that operation of M,O&P stations is supervised through general written instructions and through frequent trips to the field by his department. Moreover, he said, managers of the stations are called to New York two, three or four times a year for conferences.

Frank E. Mason, vice-president of NBC and assistant to President Lohr, appeared for the second time as a witness, but in connection with international broadcasting operations of the network, which he supervises. Former president and general manager of International News Service and a noted foreign correspondent, Mr. Mason joined NBC in 1931. When interest in international broadcasting boomed last year, he was drafted for general supervision of operation of NBC's international broadcast division and has been responsible for its tremendous development since that time.

Personnel Problem In Foreign Division

Mr. Mason explained that NBC now broadcasts regularly on its beams in six different languages. A staff of expert linguists, in almost every case former newspapermen of wide experience, has been assembled. Particular emphasis is placed upon news broadcasting. Because the aspects of international broadcasting change so swiftly, he said that service being rendered today differs widely from that of only a few months ago and that six months from now the complexion may again change completely. He called it a "highly kaleidoscopic development", declaring its pace is far swifter than domestic broadcasting.

The extreme care which must be

(*Continued on Page 56*)

More About Mars

A SPECIAL study of the effects of Orson Welles' recent *War of the Worlds* broadcast is to be made by Princeton University's radio project under a $3,000 grant from the New York City General Education Board. The radio project is working under a $67,000 grant from the Rockefeller Foundation to study radio's influence on the lives of listeners.

WORK AND PLAY for NBC executives during the winter season. At left President Lenox R. Lohr is shown on a pheasant hunting expedition in Illinois, during which he bagged twice as many birds as his fellow nimrods. At right John Royal, vice-president in charge of programs, took to the air for a quick trip to Lima, Peru, where he supervised NBC shortwave pickups from the Pan American Conference. He left Dec. 9 and returned Dec. 21 after several days at the Conference in Lima.

Purely PROGRAMS

VARIETY SHOW, *Detroit News Radio Extra*, begins its third year on the air Jan. 5 on WWJ, Detroit, to enjoy one of the longest runs of any major program on the station. Cooperatively built and produced by members of the *Detroit News* and WWJ staffs, *Radio Extra* during 1938 saw 50 members of the newspaper staff appearing on the feature at least once, and as an auditorium audience show drew an average of about 300 spectators a week—15,000 during 1938. In addition to studio and newspaper talent, the show also presents guest stars and appearances by well-known personalities. Its success illustrates the possibilities of close newspaper-radio cooperation.

* * *

Naturally Artificial

RECENT special events feature of KSTP, St. Paul, was a visit to a local artificial limb company, during which it was discovered that the 133 employes wear 166 artificial limbs and that only persons so handicapped are employed. Among tales coming out during the program was the one of a salesman who went to Missouri to sell a widow a limb, came back with her as his wife and said the ceremony had been performed by a justice of the peace who wore two of the company's legs; another about a man who had never walked until he had braces made for himself and then hitch-hiked to California and back.

* * *

Larynx Bafflers

TRANSLANTIC *Tongue Twister Tournament*, with an American and a British family as opposing teams, was carried by NBC and BBC on Christmas Day. Bill Beal, of KDKA, Pittsburgh, who originated *Tongue Twister Tournament* from KDKA, Pittsburgh, last September, and Paul Ellingham, who has conducted a similar program with corresponding success in England for BBC, were masters of ceremony for their respective countries during the contest, in which alliterative phrases must be said correctly three times in 10 seconds.

* * *

Good-Will Program

THE promotion of good-will in America through the removal of frictions which cause class warfare was the subject of an hour program on NBC-Blue Dec. 25 presented under the auspices of the *United States News*. David Lawrence, editor of the *U. S. News*, presented a forum of speakers, nonpolitical and nonpartisan, among whom were William Green, president of AFL, Phillip Murray, vice-chairman of CIO, and Harry Hopkins, Works Progress Administrator, who read a message from President Roosevelt.

* * *

Boost for Americanism

APPROVED by the American Legion, Disabled Veterans of the World War and other organizations, KFWB, Hollywood, has started a weekly half-hour program, *America Marches On*. Presented in *March of Time* style, the series is dedicated to the principles of Americanism. Musical talent, both instrumental and vocal, is recruited from various patriotic organizations, with a widely-known speaker on each program. Eight minutes is devoted to a dramatization of a historical incident, with John Litel and other Warner Bros. film talent featured.

Yanks in the South

FOR FLORIDA winter-vacationers, WORL, Boston, is carrying *Florida on Parade* in cooperation with four suburban newspapers, the *Waltham Times, Wellesley Ledger, Newton Transcript*, and *Watertown Tribune-Enterprise*. The program, conducted by William A. Canady, associate editor of the papers, features information about places to go in Florida, things to see, and means of transportation to Florida and the Southern States. Through the cooperative arrangement, WORL gets display advertising space and a specified amount of editorial copy each week in exchange for the three 15-minute spots.

* * *

Emergency Messages

CINCINNATI Street Railway Co. recently arranged with WCKY, Cincinnati, for emergency announcements about streetcar and bus service in the city. In case of fire, flood or other emergency affecting trolley or bus service, WCKY carries official announcements from the company as a public service. Announcers have been instructed to accept announcements day or night if telephoned by any one of four company officials. A code word is used to guard against a hoax by unauthorized persons.

* * *

School's City Room

CENTRAL HIGH school journalism students in Duluth are conducting a new weekly quarter-hour, *Spectator Air Edition*, built around the mythical "city room" of the school paper, with the city editor making story assignments that drift into a chronicle of various school events. The script is written by the pupils of Ellis Harris, KDAL announcer, who instructs the journalism class in radio once a week, and is put on KDAL, Duluth, by the school Radio Guild.

* * *

Lunch After Mass

FIRST BROADCAST of the activities at a "Reveillon", a lunch served after midnight mass early Christmas morning according to old French-Canadian custom, was carried by WCOU, Lewiston, Me. The function, given by The Vigilants Assn., a local social club composed of young professional and business men of French extraction, presented Christmas carols and speeches by local personages.

* * *

Finder of Facts

FROM her personal file of interesting facts, said to be one of the most complete in the country, Clara Wright Smith answers unusual questions from correspondents all over the world on *The Fact Finder*, originated thrice-weekly by WJSV, Washington, for CBS.

* * *

Old Folks at Mike

THE Three Score & Ten Club of Miami, composed of persons 70 years or over, recently broadcast on WIOD, members singing, dancing and describing their daily activities. Many participants visited a radio studio for the first time.

Steins From Heinie

SIXTH ANNUAL Christmas party of Heinie, conductor of the Grenadier's of WTMJ, Milwaukee, drew 18,000 to the Milwaukee Auditorium recently. Proceeds of the big gemutlichkeit session, in which more than 150 entertainers trouped, went to the *Milwaukee Journal* Goodfellow fund for underprivileged children. Some 30 bartenders dispensed 43,200 bottles of beer—4½ carloads—during the function, with an auction sale of merchandise donated by local businessmen and recording apparatus for transcribing Christmas greetings all producing revenue for the fund.

* * *

Buck or Butter

NEW QUIZ GAME, *What's on My Mind*, sponsored on CJCA Edmonton, Alta, by the Edmonton City Dairy, is based on the old-time game, "I spy with my little eye. . . What is it?" Contestants in the studio try to guess an object in the mind of the master of ceremonies, while an announcer in a separate studio puts listeners wise. Contestants guessing correctly within the three-minute time limit win a dollar bill; unsuccessful ones get a pound of ECD butter. Awkward pause moments are filled by a studio stooge with spur-of-the-moment wisecracks.

* * *

Safety for Nimrods

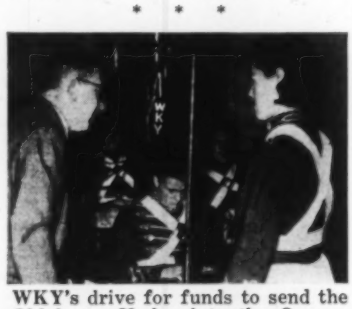
TO CUT DOWN hunting fatalities during the deer season, KFEL, Denver, carried a program in cooperation with the Colorado Fish and Game Commission on which two prominent sportsmen presented a dialog stressing good sportsmanship in the field and the "be sure before you pull the trigger" caution. With no fatal accidents during the season, Harold Watson, president of the Commission recently paid tribute to KFEL for its "highly worthwhile" feature.

* * *

From Secondary Schools

TO SALUTE the achievements of Cincinnati High schools, WSAI, Cincinnati, has started *Highschool Highspots*, honoring a local high high school each week. Featured on the series are interviews with the students of the honored schools, along with vocal and instrumental numbers by the students.

* * *



WKY's drive for funds to send the Oklahoma U. band to the Orange Bowl football game was closed by Edgar T. Bell, secretary-treasurer of Oklahoma Publishing Co. Here a "Bandette" has just thanked Mr. Bell as the last dollar arrived.

Plugs Dropped

PROCTER & GAMBLE Co., Cincinnati, through the Compton Adv. Agency, New York, on Dec. 26 omitted the closing commercials of all its network programs in observance of Christmas. Commercials were also dropped from the Dec. 24 broadcast of *The Gospel Singer*, only Procter & Gamble program broadcast on Saturday.

Campus Parade

COMPREHENSIVE cross-section of life today in American universities and colleges will be the subject of a new series of weekly discussion programs, *University Life*, to start Jan. 7 on MBS. The series is produced under the auspices of the Public Discussions Council of Columbia University and will present as chairman, Dr. Edward Hodnett of the department of English. Different guests of honor from leading colleges will be presented each week, the first to be Dr. Nicholas Murray Butler, president of Columbia University, discussing "University Life and the Public".

* * *

Milkshakes and Riddles

A SPOT campaign recently sold to a Longview, Wash., dairy company by KWLK, Longview, features radio riddles. Five announcements are scattered through the day and at the end of each the announcer gives a short riddle. The first 12 listeners to bring the right answer to the dairy's fountain store receive milkshakes. The general theme of the campaign is "more milk with every meal". The campaign has proven so successful that the dairy company is contemplating the presentation of a daily quarter-hour in addition to the announcements.

* * *

Refugees Tell Stories

HOROWITZ BROS. & MARGARETEN, New York (noodle products), on Dec. 28 began the first series of sponsored broadcasts featuring Jewish refugees from Germany on WMCA, New York. Well-known artists who have fled from persecution are appearing as permanent members of the company which dramatizes adventures of a refugee group each week. M. Keilson Co., New York, handles the account.

* * *

Vine Street Stunts

HINDU FAKIR, Prince Eric Zulong of the South Sea Islands, ate blow torch flame, walked on saws and glass and jumped off a step-ladder into broken glass while an announcer described his stunts during a recent appearance on *Vine Street Varieties* on WHB, Kansas City. The act sound-effected so well for listeners that the Prince was brought back the following week for an encore.

* * *

Stout Sees the Sports

NEW on WKRC, Cincinnati, is *Sports-I-View*, five evenings a week, presided over by Allen Stout. In a recent week Stout interviewed Bo McMillan, Indiana football coach, and Fritz Crisler, Michigan coach. The station has three other sports programs.

WNOX Movie Stunt

WNOX, Knoxville, sends a movie cameraman to towns booking the Monk & Sam comedy team featured on the *Midday Merry-Go-Round*. The cameraman's local shots are dubbed with stock movies of the WNOX studios and cast and the film is shown during the personal appearance. Window cards, *Merry-Go-Round* announcements promote the appearances.

Advice From Audience

I. ROKEACH & Sons, Brooklyn (groceries), on Dec. 25 began sponsoring Jennie Goldstein, Jewish tragedienne, in a new series of weekly half-hour broadcasts on WMCA, New York. The programs, entitled *Dear Editor*, feature dramatizations of human relations problems to be solved by the audience with prizes awarded for the best.

* * *

For Prisoners' Families

ORCHESTRA, band and soloists, all chosen from inmates of the Eastern State Penitentiary, Philadelphia, appeared on a special half-hour carried by KYW, Philadelphia, Dec. 20. About 50 inmates participated in the feature, and Judge Harry S. McDevitt spoke during the broadcast, asking listeners to contribute to a fund for the prisoners' families.

* * *

WFAA Salutes

COMMUNITIES in the six states in the coverage area of WFAA, Dallas, will be saluted six mornings weekly, beginning Jan. 2, when the new *City and State Salute* starts on the *Early Bird* program, celebrating its 2,732d consecutive broadcast on that day. Texas, New Mexico, Louisiana, Oklahoma, Arkansas and Kansas will get one day each week, one town in each getting the salute each day. Information for the salutes will be solicited by plugs on the program one week in advance. Eddie Dunn conducts the feature.

* * *

Remote Day

SERIES of successive remotes on WHEC, Rochester, N. Y., Dec. 10 brought a speech by Dr. Albert P. Martin on the work of the Friend's Society in Germany at the City Club luncheon meeting in the local Powers Hotel; a pickup by Announcer Harry LeBrun of the annual police auction in the police garage, with several hundred children bidding for the offered holiday articles, and a broadcast from the lobby of the Palace Theatre, where Kute Kris Kringle held forth in a miniature castle, speaking to kid watchers by special toy phone.

* * *

From the Beach

SALUTING the British Empire, *Sunrise in Hawaii*, was carried by KGMB, Honolulu, recently direct from Waikiki beach at 5:30-5:50 a. m., giving Londoners a Hawaiian sunrise from 4-4:20 a. m. The feature, released over MBS, CBC and BBC stations, drew letters from all over England in the first mail.

* * *

ALFRED KREYMBOURG, American poet, has written a series of ten verse plays depicting human characteristics through the actions of animals, which will be broadcast by NBC-Red each Sunday beginning Jan. 8 as *Fables in Verse*.

Fun in Fairy Tales

FAMOUS fairy tales by Hans Christian Anderson are now being related to children and grown-ups on a new weekly program on NBC-Blue by Paul Leyssac, Danish story-teller, translator and actor, who has discovered new and humerous angles in the Anderson tales which other translators seem to have overlooked.

* * *

Missoula Girls; Staff at Work

CAMP FIRE Girls of Missoula, Mont., appear weekly on KGVO in interviews with parents and other types of programs. For its Jan. 18 dedication of new studios and offices, a series of interviews is being arranged in which each staff member will speak from his post of duty.

* * *

Among the Magazines

PREVIEWS of important features and stories in currently popular magazines are supplied by Frank Jaffee on the new series, *Magazine Digest*, on KRNT-KSO, Des Moines.

Then They Were Engaged

NEW WRINKLE on *We the Wives*, a Sunday afternoon quiz show on WGN, Chicago, is a short dramatic feature during which middle-aged audience members reenact the occasion of their first meeting and marriage proposal. Show is sponsored by Quaker Oats for Farina cereal, through Benton & Bowles-Chicago Inc.

* * *

Audience Programs

GAMBARELLI & DAVITTO, New York wine dealers, distribute printed programs to members of the studio audiences at their *Moon-Beams* broadcasts on WOR. Program includes full text of both commercials as well as the list of musical selections.

* * *

A Tiny Santa

A TINY Santa Claus, tagged Kute Kriss Kringle, at the Sears Roebuck store in Cincinnati recorded for WSAI from a diminutive house in which he was interviewed by John Conrad. The miniature setting creates an illusion of a reverse lens principle.

Down on the Farm

NEW SERVICE feature for rural listeners of WAAW, Omaha, is the thrice-weekly series of roundtables with county agricultural agents and home demonstration experts. The series, presented by the WAAW farm service bureau, is conducted by Bert M. Smith, director, who interviews guests on topics of agricultural importance.

* * *

Foreign-Born on WAPI

FOREIGN-BORN residents of Birmingham's Club of All Nations broadcast on WAPI. More than 30 nationalities are represented on the program, titled *Magic City*, and natives of 15 countries participated in a recent discussion.

* * *

For the Cause

TULSA'S civic leaders get a chance to speak for their causes on *Personality Parade*, new daily series started by KTUL, Tulsa. The program, not wholly civic, also presents town personalities and representatives of large concerns.

A Thank You from KSD

KSD's ACHIEVEMENTS IN RADIO

KSD Pioneered in Experiments Which Are Generally Used in Broadcasting Today.

KSD was first in the United States to pass the requirements and become a licensed Class B station, August, 1922.

KSD was first, in co-operation with Southwestern Bell Telephone Company, to broadcast programs from the stages of theaters distant from the station studios. This experiment developed into the organization of the first chain service in America—now known as National Broadcasting Co.—1922.

KSD programs were heard in every State in the United States and on ships in the Atlantic and Pacific Oceans in September, 1922.

KSD was first to broadcast the world series baseball games and first to broadcast to a moving train, November, 1922.

KSD was the first station to broadcast an entire season of symphony orchestra concerts, November, 1922.

KSD was the first station to broadcast a Catholic Mass, December, 1922.

KSD was the first station to broadcast an address by the President of the United States—President Harding—June, 1923.

KSD was first to carry successfully a two-way communication between a station and a dirigible in flight, June, 1923.

KSD carried on its first network hook-up—the speech of President Coolidge to the Congress, December, 1923.

KSD in an international test was the first station west of the Allegheny Mountains to be heard in England, Scotland and Latin American Countries, December, 1923.

KSD is grateful for the nation-wide interest shown in the world's first daily radio newspaper, the St. Louis *Post-Dispatch*, inaugurated December 7 and broadcast by KSD's ultra short wave auxiliary WX9ZY. With publication of press dispatches from coast to coast, inquiries have come from magazines, newspapers, educators, scientists and the general public. KSD and the *Post-Dispatch*, are pleased to have added another achievement to the list of successful experiments in the widening field of public service in radio communication.

The Distinguished Broadcasting Station

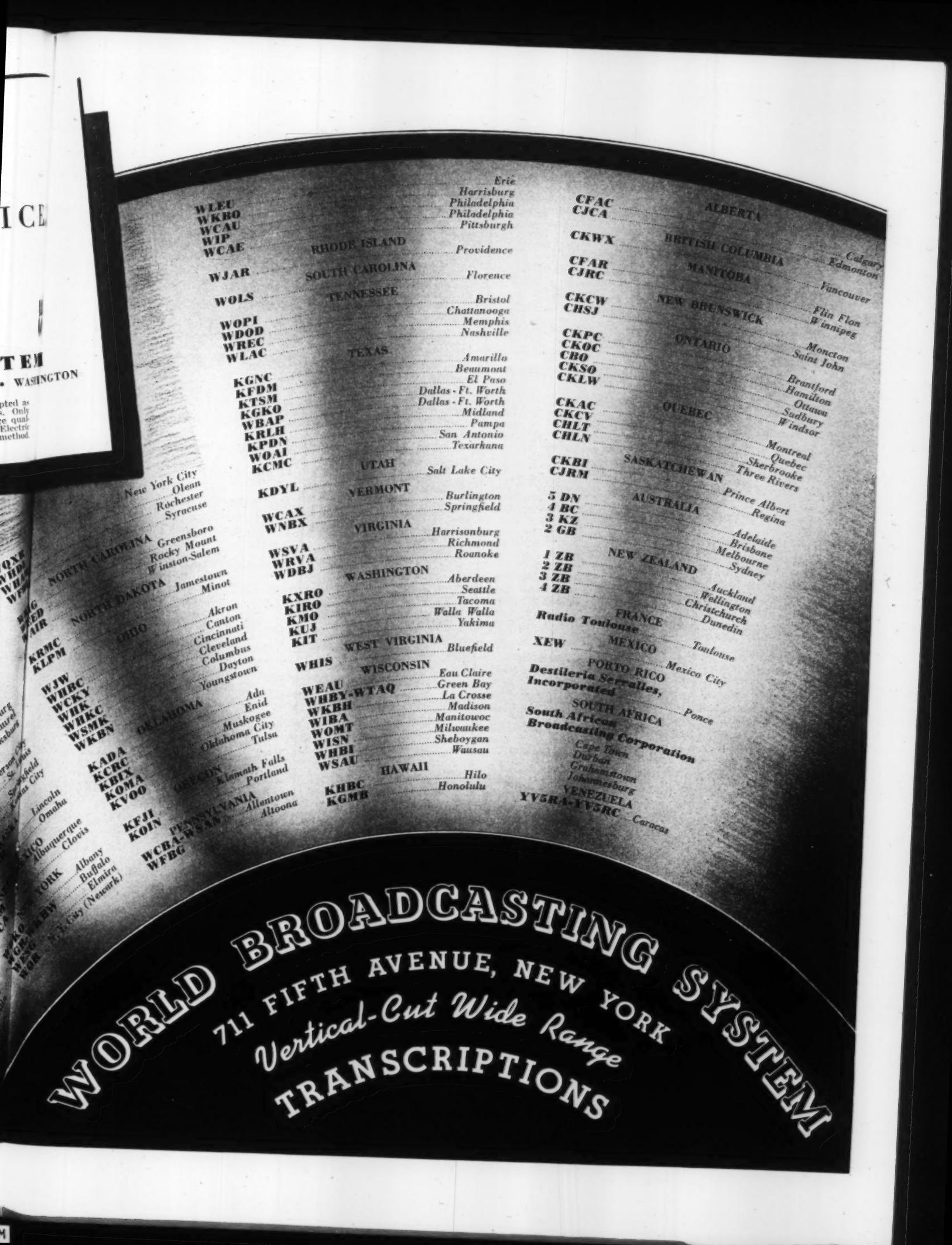
Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

World proudly lists the membership of the World Program Service and offers a few available open markets for stations desiring an *exclusive* contract in their territories.


WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WCAE Pittsburgh
RHODE ISLAND
WJAR Providence
SOUTH CAROLINA
WOLS Florence
TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville
TEXAS
KGNC Amarillo
KFDM Beaumont
KTSM El Paso
KGKO Dallas - Ft. Worth
WBAP Dallas - Ft. Worth
KRLH Midland
KPDN Pampa
WOAI San Antonio
KCMC Texarkana
UTAH
KDYL Salt Lake City
VERMONT
WCAX Burlington
WNBX Springfield
VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke
WASHINGTON
KXRO Aberdeen
KIRO Seattle
KMO Tacoma
KUJ Walla Walla
KIT Yakima
WEST VIRGINIA
WHIS Bluefield
WISCONSIN
WEAU Eau Claire
WHBY-WTAQ Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WISN Milwaukee
WHBI Sheboygan
WSAU Wausau
HAWAII
KHBC Hilo
KGMB Honolulu
CFAC Calgary
CJCA Edmonton
ALBERTA
CKWX Vancouver
BRITISH COLUMBIA
CFAR Flin Flon
CJRC Winnipeg
MANITOBA
CKCW Moncton
CHSJ Saint John
NEW BRUNSWICK
CKPC Brantford
CKOC Hamilton
CBO Ottawa
CKSO Sudbury
CKLW Windsor
ONTARIO
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke
CHLN Three Rivers
QUEBEC
CKBI Prince Albert
CJRM Regina
SASKATCHEWAN
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sydney
AUSTRALIA
1 ZB Auckland
2 ZB Wellington
3 ZB Christchurch
4 ZB Dunedin
NEW ZEALAND
Radio Toulouse Toulouse
FRANCE
XEW Mexico City
MEXICO
Destileria Serralles, Incorporated Ponce
PORTO RICO
South African Broadcasting Corporation
Cape Town
Durban
Grahamstown
Johannesburg
SOUTH AFRICA
YV5RA-YV5RC Caracas
VENEZUELA
New York City
Olean
Rochester
Syracuse
NORTH CAROLINA Greensboro
Rocky Mount
Winston-Salem
NORTH DAKOTA Jamestown
Minot
OHIO Akron
Canton
Cincinnati
Cleveland
Columbus
Dayton
Youngstown
WJW
WHBC
WCKY
WHK
WHKC
WSMK
WKBN
OKLAHOMA Ada
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Oklahoma City
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KADA
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KOIN
PENNSYLVANIA Allentown
Altoona
WCBA-WSAN
WFBG
Albuquerque
Clovis
Albany
Buffalo
Elmira
N.Y. City (Newark)
Lincoln
Omaha
WORLD BROADCASTING SYSTEM
711 FIFTH AVENUE, NEW YORK
Vertical-Cut Wide Range
TRANSCRIPTIONS

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1939, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
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The Days Ahead

LONG-RANGE forecasting of radio business, once a matter of estimating how big the increase would be, has settled down to a matter of weighing the past and present against the immediate hopes of those qualified to speak on business barometers.

For this reason there is little point in making reckless predictions about the year 1939. One guess is as good as another. It is quite reasonable, however, to scan the events of the year just ended and discuss events of the next few months.

On the basis of a nationwide roundup by its own staff, BROADCASTING finds a definite note of optimism for 1939. The 1938 figures, when they are ready, will show a time sales figure at least equal to that of 1937. The early part of 1939 is likely to show an increase as compared with the first weeks of 1938, due to the brighter state of business generally.

What will happen later in the year is difficult to predict because many advertisers have started to tune their budgets to the trend of the current business scale, adjusting them upward or downward as the scale fluctuates.

At any rate, radio can be counted on to hold its own with other media. It more than held its own in the difficult days of 1938, though two industries long among radio's best revenue sources proved disappointing in 1938—automotive and drug. While hope is voiced that both will increase their use of radio, the drug volume will inevitably be affected by the growing trend toward elimination of undesirable proprietary advertising.

Perhaps the brightest spot in the 1939 picture is the resourcefulness that broadcasters are developing as they become accustomed to gradual rather than rapid increases in annual volume. Development of local business when national spot slipped off helped many stations to keep on the profit side, along with growing use of year-round contracts and hard-to-sell hours.

Fallacy and Fiction

SPECIOUS reasoning and outright mis-statements of fact feature the latest outbursts on the subject of radio by some of our "better minds". Dorothy Thompson, otherwise a stalwart for free speech and democratic institutions, wants Father Coughlin muzzled by the FCC, though she of all persons must know the implications of a censorship process that legally and properly is vested solely in the individual stations. Meanwhile, Father Coughlin continues his curious line of attack despite the danger, already exemplified in libel suits filed against Catholic clergymen by Judge Rutherford, that he is inviting a Catholic-Protestant as well as a Semitic issue.

Then, at a New York rally on behalf of "free speech", Coughlin, Boake Carter and Congressman Dies—who were not on hand themselves—we hear the altogether untrue statements from presumably responsible persons that the FCC has denied licenses to stations that admit speakers adverse to the Administration; that radio stations were formerly licensed for three years but "under this Administration this has shrunk to three months," and that "if you cannot hear Father Coughlin on WHBI, don't think there's something wrong with your set or the station. It's because they are spraying (*sic!*) him." And a New York State Senator, speaking on behalf of *free speech*, censures CBS for carrying the Communist Browder during the last presidential campaign, though his own State recognizes the Communist Party and the Communications Act makes it mandatory to accept candidates of all parties on an equal basis.

These are just a few of the phoney fictions being disseminated despite obvious proof to the contrary easily adduced from the record. Rep. Dies, speaking for the eighth time on a hookup, himself denies the reports he was refused radio facilities; Boake Carter bids for press favor with curiously reasoned criticisms of radio; and certain elements in the FCC want to do something (though they haven't yet said what) about every crackpot complaint that reaches their desks. No wonder the men who operate radio stations and networks are usually prematurely grey!

"Rawhide" Wheeler

BURTON K. WHEELER, Senator from Montana, is one legislator who commands a healthy respect in every circle. He is a hard-hitting, fearless sort of gentleman who was liberal when liberals were considered radicals.

Those who earn their wherewithal in radio have ample reason to disagree with the distinguished Montanan because of some of his expressed radio views. He never seems to lay off his pet speech against too much commercialism, and he can smear it on with greater effect than most members of Congress. But no one will question his sincerity.

A few days ago, in addressing lawyers specializing in radio, he lambasted both the industry and the FCC from several angles. But he now has followed that with a foray on copyright which broadcasters cannot help but applaud. To the Federal Monopoly Committee he has addressed an inquiry as to what it is doing about ASCAP, since the function of the committee is to discover monopoly and devise legislative remedies.

Because the copyright laws are a third-of-a-century old, and because there was no radio when it was enacted, it seems to us the Senator's approach is logical and well-timed. Certainly no one—not even ASCAP—can conscientiously object to such a study, for the status of ASCAP fits the functions of the committee to perfection. And if there's nothing wrong or unwholesome about ASCAP or the law under which it functions, it certainly is high time that it be known. That's the way to stop the critics of ASCAP, whose numbers are legion. Thus we think the Hon. Burt "Rawhide" Wheeler has something in his appeal to the O'Mahoney Committee.

The RADIO BOOK SHELF

HELEN KING, contest expert for many national radio advertisers, has written *Prize Contests—How to Win Them* [Rugby House Publishing Co., New York, $2]. Said to be the first volume of its kind ever written by a professional contest judge, Miss King's book is specifically directed to the contest entrant. A 30-page concluding chapter, written for contest sponsors, contains pertinent information about creating and handling prize contests.

THE story of facsimile broadcasting from every angle is told in *Radio Facsimile*, a volume of more than 350 pages just issued by RCA. In 20 articles, grouped into four sections—Historical Development of Facsimile, Status of Radio Facsimile in 1938, Radio Facsimile Communication Methods and Equipment, and Radio Facsimile Broadcasting—the book covers the past, present and probable future of this new medium of communication.

AN ARTICLE "Radio Workshops—the Next Step" in the December issue of *School Board Journal* by Ben H. Darrow, outlines the benefits awaiting when colleges and radio stations cooperate more fully. Darrow's book, "Radio, The Assistant Teacher" [R. G. Adams & Co. —1932] was recently placed in the Crypt of Civilization at Oglethorpe U., not to be opened until 6,000 A. D.

HAVING issued state lists of state and local trade associations, the Marketing Research Division of the Department of Commerce has made available the 1938 edition of *Selected Trade Associations in the United States*, listing 5,500 trade associations and 2,200 chambers of commerce [10 cents].

We Pay Our Respects To —

NILES TRAMMELL

FROM Cobb County, Ga., to executive vice-president of NBC New York City, is a stride that would have ripped the zipper out of Gulliver's pants—but Niles Trammell took it. And between the points of that stride is the colorful story of a super-salesman who grins and says, "A good salesman is a fellow in the right place at the right time, when somebody is passing out orders".

Behind the charm of such modesty lies the shrewdness that brought a lad from Marietta, Ga., to the position of NBC vice-president in charge of the Central Division and on to Radio City as executive vice-president and second in command of NBC, effective Jan. 1, 1939.

So well-liked is Mr. Trammell that on Dec. 19, managers of 60 NBC affiliates in nearly as many cities gathered in Chicago to pay him a tribute unprecedented in the history of radio, coming to Chicago from points as distant as a thousand miles. They presented him with a fine watch and with a scroll that read, in part: "We station managers feel deeply indebted to him for the part he has played in the development of radio broadcasting. Through his long service as vice-president in charge of the NBC Central District, he has formed friendships which far transcend any mere business relationship. They are built enduringly on his understanding of the problems of others, his sense of justice and his friendly spirit . . . Because of what Niles Trammell means to us, we wish him Godspeed and abundant success in the more important and wider field of activity upon which he is now entering."

Perched atop the huge Merchandise Mart building along the Chicago River, the penthouse studios of NBC have looked out on the Midwest since 1930 and from them Niles Trammell has watched radio grow into a great industry. There you might have found him in mid-December, 1938. He comes to meet you at his office door. More than six feet tall, his is the military carriage. Dark hair and deep blue eyes combine with lithe gestures to make his 44 years seem 34. His person expresses the charm of the South, his eyes the vitality of the North. In his voice is an overtone of Georgia, but he occasionally swears in Midwestern accent.

Niles Trammell has been in radio since 1923, and it is the only business in which he has been engaged. After the War, during which he left college to enlist, he remained in the Army until 1923, a member of Gen. Charles G. Morton's staff stationed in San Francisco. That was a big year in Niles' life, for it was that year he was married (to the charming Elizabeth Huff of Greensburg, Pa., the step-daughter of Gen. Morton), and it was that year that brought him into radio.

When Gen. Morton was called to Hawaii, he asked Niles to entertain two of his Eastern friends during his absence. The two were Gen. James G. Harbord and David Sarnoff. While they were in San Francisco, Trammell, already thoroughly convinced of the future of radio, decided to ask them for a job with RCA.

"We have been thinking about hiring someone to sell RCA transoceanic service on the Pacific Coast," said Mr. Sarnoff. "Why don't you talk to Mr. Arthur Isbell, our Pacific Coast manager?"

Niles Trammell got the job and in the dimly lighted, highly odorous shops of Japanese and Chinese exporters, he began selling, in competition with the commercial cables, the Twentieth Century's newest form of communication to representatives of the oldest civilization on earth. He also sold RCA equipment to ships.

In 1925 ,young Trammell was named assistant sales manager on the Pacific Coast, and in March, 1928, he was transferred to NBC in New York. Two months later he was made manager of the NBC Central Division, Chicago, and the following year he became a vice-

(*Continued on page 40*)

Personal NOTES

JOHN HARTIGAN, European commissioner for the 1939 New York World's Fair, on Dec. 17 sailed for Europe on the *Paris* to arrange the *Salute to the Nations* from heads of 17 European nations, to be relayed to the United States and around the world from Jan. 1 until a week before the opening of the Fair on March 1. Mr. Hartigan was accompanied by Robert S. Wood, assistant radio director.

CHARLES G. SHEA, formerly with various Texas stations, now in agency work in San Antonio, and Fred W. Bowen, oil man of Kilgore, are heads of Radio Enterprises Inc., which seeks a new 100-250 watt station on 1310 kc., in Victoria, Texas, for which a favorable examiner's report has been submitted to the FCC.

HALE BONDURANT, sales manager of WHO, Des Moines, during December directed his office work from his home, where he was reported recovering from a painful leg fracture suffered recently. Harold Fulton, WHO merchandising manager, is in Kansas City recovering from an attack of pneumonia.

IRVING REIS, writer-director of Paramount Pictures, Hollywood, is to deliver a treatise in early January on "sound effects in dramatic presentation" before a Rockefeller Foundation committee investigating the advisability of research in this field. Before coming to the West Coast some months ago, Reis was in New York as producer of *Columbia Workshop* and other programs.

AARON BECKWITH, of the sales staff at WSYR, Syracuse, has been named retail program chairman of the Advertising Club of Syracuse.

KENNETH CARPENTER, former sales manager of NBC Central Division, Chicago, has been made sales manager of the Blue Network for the Central Division. Harry C. Kopf, with NBC since 1931, has been appointed sales manager of the Central Division.

NAN HOWARD, account executive of WEEI, Boston, who has been studying art for the last year, is exhibiting a group of five sketches at the Boston Center for Adult Education on New Year's Day.

JAMES D. SHOUSE, vice-president of the Crosley Corp., and general manager of WLW, Cincinnati, is serving on a special representative committee making arrangements for the Centennial banquet of the Cincinnati Chamber of Commerce Jan. 11.

PAUL M. SEGAL, Washington attorney representing various radio stations, and Mrs. Segal on Dec. 26 became the parents of a son, their fifth child.

JOHN M. PRINTUP, formerly with WISN and WEMP, Milwaukee, on Jan. 2 assumes the commercial managership of WRJN, Racine, Wis. He was at one time advertising manager of the *Illinois Policeman* and with International Cellucotton Products Co., Chicago.

NEVILLE MILLER, NAB president, has been appointed as one of the public representatives on the committee for the apparel industry set up by the Wage & Hour Administration.

GEORGE GUYAN, formerly program director of KFRU, Columbia, Mo., has been promoted to assistant station manager, under C. L. Thomas.

QUIN A. RYAN, broadcast manager of WGN, Chicago, has returned to work after recovering from a long illness.

HALSEY V. BARRETT, formerly of E. A. Pierce & Co., New York brokers, was recently added to the sales promotion department of WOR, Newark, where he assumes the duties previously handled by John P. Nell, who has been transferred to the sales division representing the station's Chicago office in New York.

S. NILES GATES has been appointed "sales counselor" of WCAU, Philadelphia, effective Jan. 3. He formerly was connected with the General Electric Co.

ARTHUR KEMP, sales specialist of CBS in San Francisco and Mrs. Kemp are the parents of an 8 lb. 3 oz. son, Murray Arthur, born in December.

C. E. LaGRAVE, formerly regional sales manager of *Look* Magazine in Buffalo, N. Y., has joined the sales department of WNAX, Yankton, S. D.

FRED E. ZINDLER, well-known Milwaukee salesman, was named sales manager of WISN, Milwaukee, Dec. 5 by Manager Gaston Grignon.

KATHARINE DOVE HOFFMEIR of the NBC general sales department, and scriptwriter Hubert V. Chain of the NBC Transcription Service, were married Christmas Day in Jackson Heights, Long Island.

HARRY COMER, formerly account executive of KHJ, Los Angeles, has joined KFWB, Hollywood, in a similar capacity.

JACK BURNETT, former manager of the San Francisco studios of KROW, Oakland, Cal., has been appointed commercial manager of KGVO, Missoula, Mont.

FRED CRAWSHAW, formerly advertising manager of the Owl Drug Co., San Francisco, recently was added to the commercial department of Don Lee Broadcasting System in San Francisco.

THAD HOLT, president of WAPI, Birmingham, was confined to his home in December with a throat infection.

DON PERIGO, former reporter on the *Indianapolis Star* and *Chicago American*, and one-time publisher of a Wyoming weekly, has joined KWNO, Winona, Minn., as announcer-salesman. Myrtle Carry, former reporter has joined KWNO as continuity director.

GORDON OWEN, who took a leave of absence from KYA, San Francisco several months ago to become director of sales for KUTA, Salt Lake City, has returned to KYA as account executive.

RALPH R. BRUNTON, general manager of KJBS, San Francisco, was confined to the University of California Hospital in San Francisco during late December with a leg injury suffered when he fell on a wet pavement.

CHARLES KEEL, for several years associated with radio through his connection with advertisers, recently joined the sales department of WAGA, Atlanta.

W. O. PAPE, owner of WALA, Mobile, left his home port Dec. 26 for an extended cruise in Florida waters aboard his 75-foot diesel yacht *Vigilant*. Contemplated ports of call include Port St. Joe, Tampa, Fort Meyers, Palm Beach and Miami.

W. D. WARREN, manager of KOH, Reno, Nev., has been elected vice-president of the local Junior Chamber of Commerce. Manager Warren recently married Ethel Leonard, formerly KOH secretary.

TED MATHEWS, formerly commercial manager of WNAX, Yankton, S. D., on Jan. 2 joins the commercial department of WOAI, San Antonio.

WALTER TISON, managing director of WFLA, Tampa, has been elected president of the local Advertising Club.

GEORGE ROSS, manager of KWG, Stockton, Cal., has returned to work after recovering from a streptococcus infection which kept him in the hospital for four weeks.

BEHIND the MIKE

JACOB ROSENBERG was reelected president of New York Local 802 of the American Federation of Musicians on Dec. 15, by a three-to-one majority. Also reelected were Richard McCann, vice-president; William Deinberg, secretary, and Harry Suber, treasurer.

JOHN CONTE, Hollywood announcer, has been signed for the new CBS Gulf Oil Corp. program, *Hollywood Guild*, which starts Jan. 8.

WILLIAM WINTER, news analyst of WBT, Charlotte, has been named to deliver the principal address to the faculty of Clemson College, Clemson, S. C., at its semi-annual meeting Feb. 4.

RODERICK MITCHELL, has been transferred from the NBC guide staff to the position of junior announcer. He was previously a reporter on the West Coast.

RAYMOND MICHAEL, since last August on the announcing staff of WLW and WSAI, Cincinnati, on Jan. 1 joins WRC and WMAL, NBC stations in Washington. Formerly he was with WMMN, Fairmount, W. Va. Clair Shadwell, formerly with WRC-WMAL and WBT, Charlotte, on the same date takes a new post at WSAI as m.c. of the early morning *Dow's Daily Express*.

MURRAY BOLEN of Young & Rubicam, Hollywood staff, has taken over production of NBC *Jack Benny* program, sponsored by General Foods Corp. (Jell-O), with Tom Harrington, west coast manager of the agency, being transferred to New York as radio director. Bolen was formerly Harrington's production aide.

GEORGE C. BIGGAR, WLW rural program supervisor, spent most of the week of Dec. 12 at the annual American Farm Bureau convention in New Orleans.

ALAN KENT, conductor and commentator on the MBS program *Don't You Believe It*, sponsored by P. Lorillard Co., on April 2 will marry Miss Betty VanAuken.

JOHN HARPER, formerly with WJR, Detroit, and John Hundley, actor, have joined the announcing staff of CBS, New York.

NORMAN SULLIVAN, New York writer, has joined the Hollywood writing staff of the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

C. SINCLAIR RICE, formerly writer and announcer for WNEW, New York, on Nov. 18 joined Muzak Corp., New York, as an announcer for the new sponsored program service.

ELDON PARK, program executive of WLW, Cincinnati, spent two weeks in December at the Jewish Hospital, Cincinnati, recuperating from a recent illness.

GILBERT RALSTON, production manager in NBC transcription service, on Dec. 20 married Mary Katharine Hart, actress, in St. Patrick's chapel, New York.

JOHN F. HICKS, who recently joined the production department of KUJ, Walla Walla, Wash., after service with WGAR, Cleveland, and KHQ, Spokane, has been appointed program director of KUJ, effective Dec. 15.

VIRGINIA BRAZEALE, new to radio, has joined *Salon Orchestra*, heard weekly on WTAR, Norfolk.

VESTA EALS has joined WJSV, Washington, as literary commentator. She will interview writers and authors as well as review books on her new program.

HUGH DANIEL, co-originator of the KFWB, Hollywood, weekly *Swingo* program, sponsored by Mid-City Cut Rate Drug Stores, Los Angeles, is in New York to confer with a prospective regional sponsor.

MIKE CADY, formerly of KTRI, Sioux City, Ia., has joined the continuity staff of KDAL, Duluth.

ROBERT PURCELL, announcer of WCFL, Chicago, is the father of a girl born Dec. 15.

BARBARA BRENT, woman's commentator, has joined WFAA, Dallas, and is conducting three quarter-hours weekly with participating sponsors.

JIM COX, formerly continuity chief of KFAB-KFOR, Lincoln, has joined the continuity department of WKY, Oklahoma City. Ben Zezoff, newscaster, and Jack Swineford, announcer, of WKY have returned to work after tonsilectomies.

FRANK HENNESSEY, formerly chief announcer of KLRA, Little Rock, and now with WMC, Memphis, on Dec. 26 married Rita White, of KLRA, at Monticello, Ark. Theda Drennan, formerly of KGHI, Little Rock, is replacing Mrs. Hennessey as hostess and woman's commentator at KLRA.

CLAIR SHADWELL, veteran announcer who conducts the *Night Watchman* over WMAL, Washington, on Jan. 1 joins WSAI, Cincinnati. He will take over the Dow Drug Co. early morning program *Daily Express*.

THOMAS CONRAD SAWYER, Hollywood commentator, has joined KHJ, Los Angeles, as continuity writer and announcer.

RALPH SCOTT has returned to his CBS Hollywood production department duties after an illness.

JIMMY BURTON, chief announcer of KHJ, Los Angeles, has taken on additional duties of master-of-ceremonies and writer of the five-weekly *Eight O'Clock Clipper* programs, a morning feature.

DARRELL DONNELL, formerly *San Francisco Examiner* radio editor and Hearst newscaster, has been appointed exploitation director of the CBS *Gateway to Hollywood*, which starts Jan. 8 under sponsorship of Wm. Wrigley Jr. Co., Chicago. He will headquarter in Hollywood.

BOB SHERWOOD, Hollywood announcer, has been signed by Warner Bros. for a part in the film, "Always Leave Them Laughing".

JAMES BARBER is now program director of KGVO, Missoula, Mont.

EDDIE ALBRIGHT, for many years a KNX, Hollywood, commentator, has joined KHJ, Los Angeles, in a similar capacity and is conducting a five-weekly quarter-hour program on the Don Lee network. Series is titled *Eddie Albright*.

LEE KIRBY, Caldwell Cline, Martha Dulin and Wilbur Edwards, all of WBT, Charlotte, N. C., appeared in a production of the Charlotte Little Theater, "Seen but Not Heard".

RUTH ELLIOTT, home economist, lately with WGAR, Cleveland, has joined WFIL, Philadelphia, to broadcast a feminine program three afternoons a week.

EDDIE ROBINSON has been made KHJ, Los Angeles, supervisor of transcriptions. He succeeds Jaime del Valle who is devoting full time to radio and television production for the Don Lee Broadcasting System, that city, which operates W6XAO.

EDWIN MULLINAX has joined WHMA, Anniston, Ala., as announcer and continuity writer.

COZETTE NEILSON, staff vocalist of KDYL, Salt Lake City, and Charles (Chick) Perry, arranger for the KDYL orchestra, were married Dec. 2 at Evanston, Wyo. Jack Alkire, KDYL press operator, also married Thelma Tuttle recently.

CALLAHAN GIVES
Over Pint of Blood During Visit at Hospital

VINCENT F. CALLAHAN, general manager of WWL, New Orleans, and Henry Dupre, WWL special eventer, recently went on a tour of inspection through the local Charity Hospital. After reviewing the emergency ward, the pair dropped down to the second floor.

Alighting from the elevator, a woman rushed up to Mr. Dupre shouting, "Oh, Mr. Dupre! Please help my husband. He is dying and needs a blood transfusion, and we've no time to broadcast a general alarm!" Manager Callahan offered his services and was tested. His blood matched and within 30 minutes he had given over a pint of blood to the patient, who up to present reports is recovering.

A. WARD FENTON Jr., has resigned from the NBC guide staff to become announcer for WJIM, NBC affiliate in Lansing, Mich. A student in the NBC school for announcers, he got the announcing post after an audition held in Radio City.

JOHN LAGEN, page boy at NBC Chicago, will join the continuity department of KSO-KRNT, Des Moines, replacing Joe Miller, resigned.

BILL MOYER, announcer of CKWX, Vancouver, B. C., is the father of a boy born recently.

RITA CLIFFORD, receptionist of WIND, Gary, is convalescing in Epsworth Hospital, South Bend, after sustaining serious injury in a recent auto crash.

HELEN JOHNSON, Chicago receptionist of WIND, Gary, married Henry Burmeister Dec. 15.

LOUIS LAMAR, announcer of WGN, Chicago, recently won fourth prize in a competition for model railroad builders conducted by Model Builders Inc.

CHARLES J. GILCHREST, former radio editor of the *Chicago Daily News*, has joined the Chicago staff of Tom Fizdale Inc.

ROSALIND SHERMAN, radio interviewer formerly with WINS, New York, has joined WNEW, New York, to conduct daily interview programs with radio artists.

ERNEST LAPRADE, NBC's director of music research, on Dec. 28 gave a talk on *Audience Participation in Radio Programs* at the opening session of the 60th annual convention of the Music Teachers National Assn. in Washington.

KEN ALLYN, formerly with the Richmond Theatre Guild, has joined the announcing staff of WRTD, Richmond.

W. J. GOODE, accountant of WBAL, Baltimore, is the father of a girl born in December.

RAYMOND VALLEN and Tommy Croxton have joined the announcing staff of WIOD, Miami.

FATS WILSON, formerly of WBOW, Terre Haute, Ind., has joined KFKA, Greeley, Col., as announcer. He is recovering from an operation performed while with KOIL, Omaha, last winter.

DICK ALTER has been appointed business manager and Martin Sperber, studio representative of Radio Central Casting Bureau, Los Angeles. Firm is now in its fourth year of casting talent for network and transcription productions.

CASKIE NORVELL has joined the announcing staff of WIS, Columbia, S. C. He formerly announced at WBIG, Greensboro, N. C. Frank Burger has been placed in charge of WIS publicity.

Red Barber Accepts Job On General Mills Staff

RED BARBER, one of radio's best known sports announcers, leaves WLW and WSAI, Cincinnati, Jan. 1, to join the sports department of General Mills, Mr. Barber has been with the Crosley stations since 1934 and handled play-by-play descriptions of the Cincinnati Reds' games as well as World Series competitions. He also has handled football for WLW and the Mutual Network.

Mr. Barber

A native of Columbus, Miss., Mr. Barber entered radio at WRUF, Gainesville, Fla. in 1930, as an announcer. When he joined WLW and WSAI, he was chief announcer of the Florida station. His new duties with General Mills, which sponsors play-by-play baseball broadcasts throughout the country, have not been announced.

PATRICK KELLY, publicity director and producer of KFRC, San Francisco, and Miss Claire Conerty, formerly hostess at the same station, were married Dec. 23.

DWIGHT NEWTON, conductor of children's programs on KYA, San Francisco, and librarian of the *San Francisco Examiner*, is the father of a boy born Dec. 21.

KEN NILES, formerly assistant producer and announcer on CBS *Hollywood Hotel*, has been named head of the talent school which will groom participants in the *Gateway to Hollywood* series, starting on that network Jan. 8 under sponsorship of Wm. Wrigley Jr. Co. He will also announce the talent search program produced by Charles Vanda.

JACK HOLBROOK, of KYSM, Mankato, Minn., has been advanced from chief announcer to program director.

JOHN EMMEL, staff organist of KOIN, Portland, recently married Betty Todd, of Portland, in Seattle.

JACK TOBIN, announcer of KFBK, Sacramento, returned to his studio Jan. 1 after a month at KWG, Stockton. Art Lane, director of the Sacramento Community Players, has joined KFBK as announcer-producer.

HERBERT MERTZ, for the last seven years musical director of WJBK, Detroit, recently joined WWJ, Detroit, in the same capacity under a two-year contract.

JACK BRIDGES, formerly sports announcer of WALA, Mobile, has been advanced to studio director of the station.

JOHNNIE LAGEN, formerly of the page staff of NBC-Chicago, has joined the announcing staff of KSO, Des Moines. Johnnie is a graduate of Everett Mitchell's NBC school for announcers.

MERRILL MYERS, author and contributor to *Colliers* and *Scribners*, has joined the continuity staff of NBC-Chicago.

RICHARD DAWSON, free-lance producer of radio shows, on Dec. 15 was appointed by Viking Radio Productions, New York, as its representative in Maryland, Virginia and the District of Columbia, with headquarters at 524 Kenyon St. NW, Washington.

WHEN President Roosevelt addresses the joint houses of the 76th Congress, convening Jan. 3, his speech will be carried over the combined networks. The House chamber in the Capitol at Washington has been wired for sound to facilitate pickups on important occasions, but no plans are afoot to broadcast congressional debate.

XUM

LEW KENT, of WMAZ, Macon, Ga., has been in the hospital for six weeks recovering from his eighth abdominal operation. He is not expected to return to his announcing duties before Feb. 1.

BURT REPINE, traffic manager of WRVA, Richmond, has been elected vice-president of Local 123, American Federation of Musicians, of Richmond.

RUSS WINNIE, sports reporter and commentator of WTMJ, Milwaukee, completed a decade of sports reporting for the same sponsor, Wadhams Oil Co., with his broadcast of the recent Green Bay Packers-New York Giants pro championship game in New York. During the football season Sportscaster Winnie has covered Packers and Wisconsin U games from coast-to-coast, commuting 17,344 miles.

SHIRLEY HOSIER, commercial traffic manager of WTAR, Norfolk, is to marry Edward Enwright, advertising manager of the local Sears Roebuck store, in January.

JOHN HOPKINS, a native of Fort Worth, has been relieved of other announcing duties with TSN and is now a fulltime TSN news commentator.

BILLY PHILLIPS, known to listeners at KIDO, Boise, Ida., as "Uncle Billy," and Mrs. Phillips are the parents of a daughter, Janet Irene, born in December.

HARRY F. WIGHTMAN of the NBC music division and Miss Elsie Inslee are to be married Jan. 12.

THOMAS J. DOLAN, supervisor of the NBC program transmission division in traffic, is the father of a girl, Barbara Jean. Mrs. Nolan was formerly with the NBC sales traffic department.

READ WILSON, student in NBC's school for announcers and a member of the NBC mail room staff, on Dec. 2 resigned to become announcer at WNOX, Knoxville.

ETHEL HUTCHENS has joined the production department at KSFO, San Francisco. Betty Casey has been added to the promotion department and Ethel Blumenthal has joined the merchandising department.

FRANK McINTYRE, formerly of KBST, Big Spring, Tex., and other Southwestern stations, has joined KTSM, El Paso, as announcer.

HERBERT L. JACOBSON, editor of *World News* and member of the WBS promotion staff, is author of the comedy drama, *Of Good Family*, broadcast on NBC-Blue Dec. 17, on the network's *Original Dramas* series.

Horton to WEEI Sales

KINGSLEY F. HORTON, for the last two years with Radio Sales division of CBS in New York, has been appointed sales manager of WEEI, Boston, under General Manager Harold E. Fellows. An alumnus of Syracuse University, where he was associate editor of the college daily, Mr. Horton began his experience in radio at WSYR, Syracuse, which he left in 1936 to join CBS. Mr. Horton fills a vacancy on the executive staff of WEEI occasioned by the recent death of Lewis S. Whitcomb, assistant manager. Mr. Horton is succeeded at CBS by Frank R. McDonnell, formerly on the sales staffs of WHN and WINS, New York, and recently president of Advertisers' Recording Service, subsidiary of Jean V. Grombach, New York, production and transcription service.

FOLLOWING its policy in past years, WRVA, Richmond, did not sign on the air Christmas morning until 11 a. m. This is done to allow members of the production and technical staff to spend a few hours with their families.

Grabhorn to WFIL

MURRAY GRABHORN, for the past several months with Wilding Picture Productions, will return to radio Jan. 2, when he joins WFIL, Philadelphia, as national sales manager. Formerly vice-president and eastern manager of John Blair & Co., Grabhorn left New York in September 1937 to become manager of KEHE, Los Angeles, and in January 1938 returned to New York as vice-president of Hearst Radio and as general manager of International Radio Sales, Hearst station representative organization. He resigned from this post in September.

Mr. Grabhorn

PROPOSED purchase of KRQA, Santa Fe, N. M., by I. E. (Ike) Lambert, former vice-president and general counsel of RCA, now residing in that city, was dropped by FCC action Dec. 19 granting a petition to dismiss without prejudice.

Victim of Serials

IDEAL radio listener is Dorothy Frundt, supervisor of NBC-Chicago stenographic department, who knows the plots of 22 daytime serials and has memorized the life histories of 2,000 radio characters. Appearing Dec. 21 on Don McNeill's *NBC Breakfast Club*, Miss Frundt told of a nightmare she'd had in which, "Don Winslow fought Ma Perkins, Vic and Sade lost track of their Guiding Light and Orphan Annie ran screaming down the Road of Life."

Foley to Expand

FOLEY & Co., Chicago (Vita-Builds), on Dec. 19 started six five-minute news periods a week on CKLW, Windsor-Detroit. Expansion is planned following the test. Lauesen & Salomon, Chicago, is agency.

Station in Johnson City, WJHL, Now in Operation

BACKED by W. Hanes Lancaster, Chattanooga business man, with J. W. Birdwell, formerly with WDOD in Chattanooga as partner, the new WJHL, Johnson City, Tenn., authorized last July by the FCC, went on the air for its inaugural Dec. 9 and now is operating on full schedule with 100 watts night and 250 day on 1200 kc. The station is RCA equipped throughout with a Wincharger 185-foot antenna.

Mr. Lancaster and Mr. Birdwell are co-managers, with J. D. Shacklett, formerly with KLRA, Little Rock, as commercial manager; Dick Altman, formerly with KBTM, Jonesboro, Ark., program director; W. K. Matthews, promotion manager; O. K. Garland, chief engineer; Robert Anderson, from WNOX, Knoxville, Henry Frick, from KGHI, Little Rock, and Frank Brown, from WSPA, Spartanburg, S. C., announcers; Bill Lange and Howard Spitzer, both from WDOD, operators.

A Special Announcement

BURN-SMITH COMPANY, Inc.

AS OF JANUARY 1st,
1939, WILL ACT AS

EXCLUSIVE NATIONAL ADVERTISING REPRESENTATIVE

FOR A SELECT GROUP
OF RADIO STATIONS

WITH EXECUTIVE OFFICES LOCATED AT

7 WEST 44th STREET
NEW YORK CITY

AND BRANCH OFFICES IN
CHICAGO, DETROIT, WASHINGTON AND ON THE PACIFIC COAST

WALTER P. BURN, President
WILLIAM NOBLE, Vice-President
G. BYRON SMITH, II, Sec'y-Treasurer
WALTER L. REID, Pacific Coast Mgr.
EDGAR FELIX, Director
Research and Engineering

Farewell Banquet Is Given Trammel

NBC and Affiliates Pay Tribute To Chicago Vice-President

TESTIMONIAL dinner for Niles Trammell, recently promoted from NBC vice-president in charge of the Central Division, Chicago, to NBC executive vice-president, New York, was attended by 68 executives of NBC and NBC affiliates Dec. 19 at Chicago's Drake Hotel. Fun was the order of the evening, along with keen disappointment on the part of Midwestern radio men over Mr. Trammell's departure.

With E. W. Craig of WSM as toastmaster some of radio's best after dinner speakers poked fun at Mr. Trammell who stood up well in repartee. Speakers included Lenox R. Lohr, NBC president; M. H. Aylesworth, former NBC president; Glenn Snyder, WLS; Col. B. J. Palmer, WOC; John A. Brice, WSB. From KSTP came Stanley Hubbard's *Nights of Note* to furnish instrumental and vocal music. Mr. Trammell's life was burlesqued in a skit called "Trammell Marches On", written by Sid Strotz, program director of NBC Central Division, and featuring the oldtime radio comedian, Ransom Sherman.

Mr. Trammell was presented with a platinum wrist watch, a scroll of NBC station managers and a book of letters. The letter book was titled "What a Bunch of Fellows Really Think of You" and consisted of the letters written in response to invitations from the dinner committee which consisted of Walter Damm, WTMJ; Ed Craig, WSM; Martin Campbell, WFAA; W. J. Scripps, WWJ; Joe Maland, WHO; John Gillin, WOW; Glenn Snyder, WLS.

Among those attending the dinner were:

Lenox Lohr, NBC president; Luther L. Hill, KSO; Earl E. May, KMA; W. J. Scripps, WWJ; Stanley W. Barnett, WOOD; John A. Brice, WSB; W. E. Walker, K. F. Schmitt, WIBA; W. J. Damm, Don B. Abert, WTMJ; C. T. Hagman, WTCN; Hugh A. L. Halff, WOAI; Eugene Pulliam, WIRE; Geo. M. Burbach, KSD; Robert T. Convey, Clarence Cosby, KWK; Powel Crosley Jr., James D. Shouse, WLW; Stanley Hubbard, KSTP; Herb Hollister, KANS; Don Searle, KOIL; L. B. Wilson, WCKY; H. K. Carpenter, WHK; George W. Trendle, H. Allen Campbell, WXYZ.

Vernon Smith, WREN; John J. Gillin, WOW; Martin Campbell, WFAA; E. C. Reineke, WDAY; Glenn Snyder, George Cook, WLS; P. J. Meyer, KFYR; O. L. Taylor, KGNC; William B. Way, KVOO; B. J. Palmer, J. O. Maland, Ralph Evans, William Brandon, WHO; Vernon H. Pribble, WTAM; E. W. Craig, WSM; Joseph Henkin, KSOO; Amon Carter, Harold Hough, WBAP; Earl Gammons, WCCO; Walter C. Bridges, WEBC; W. O. Pape, WALA; Nathan Lord, WAVE; Charles P. Manship, WJBO; Clarence Leich, WGBF; W. P. Harris, WJDX.

M. H. Aylesworth, former NBC president; Paul McClure, assistant sales manager, NBC-Chicago; J. H. Ryan, WSPD; Harold Wheelahan, WSMB; Sidney N. Strotz, Harry C. Kopf, C. L. Menser, Sen Kaney, John Whalley, NBC; Frank M. Russell, NBC, Washington; H. Dean Fitzer, WDAF; Kern Tips, KPRC; Edgar T. Bell, WKY; W. C. Swartley, WOWO; S. P. Quarton, W. B. Quarton, WMT; Robert Bousman, WIRE; Gardner Cowles, KSO.

BUILT AROUND an incident in the life of Mary, Queen of Scots, *The Silver Coronet* was carried by W6XAO, Don Lee television station, Dec. 22 and hailed as the first television Christmas vehicle. The 25-minute holiday drama, written especially for the broadcast by Wilfred H. Pettitt, motion picture scenario writer, used talent from the television serial, *Vine Street*.

AS ONE executive to another, William Ruess, official of the Woodmen of the World, operating WOW, Omaha, gave Niles Trammell, new NBC executive vice-president, a bit of advice based on experience when the latter visited Omaha Dec. 13. Mr. Trammell addressed the Omaha Advertising Club's some 300 guests and vigorously defended the American system of broadcasting, declaring it has raised the American standard of living. Hosts were Omaha's stations WOW, KOIL, WAAW and KFAB, Lincoln.

Niles Trammell

(*Continued from page 37*)

president. In 1928, when he came to Chicago, the NBC Central Division headquarters consisted of one studio and two offices at 180 N. Michigan Ave. There was one NBC sponsored show per week out of Chicago, and it was canceled the month after Trammell arrived. The NBC-Chicago staff totaled about a dozen people, including stenographers and office boys. The late George McClelland, then NBC executive vice-president, sent Niles to Chicago with the following hope: "Niles, there ought to be a million dollars worth of business a year out of that office." Within the next year, a million dollars worth of business was sold out of Chicago in one month, and today, 10 years later, NBC-Chicago billings consistently average a million dollars a month. More than 1,800 programs each month, including 1,000 network programs, originate in the NBC Chicago studios today, including the majority of all daytime commercial programs.

One of Niles' earlier achievements in Chicago was selling Pepsodent a six-nights-a-week program, *Amos 'n' Andy*, but he laughs off that accomplishment with the following story. It was early in 1929, he says, and he had been trying to sell Pepsodent a program, offering a choice of the Vincent Lopez, orchestra and a quartet or Jesse Crawford, organist, and a soloist. After hearing auditions of both shows, Walter Templin, then general manager of Pepsodent, came into Trammell's office and, out of the blue, suggested that his company might want to sponsor *Amos 'n' Andy*, then sustaining on WMAQ.

"Six quarter hours a week?" Niles asked, trying to keep his voice from shaking, for never in the history of radio had there been such an order as that. As Templin nodded his assent, Niles started to figure up the cost. He says he was so excited that he added it three times and got three different answers. Finally he tore up the scratch paper and said, "I don't know just how much it will cost you, Mr. Templin, but any way I figure it, it comes to more than a million dollars." "O. K.," said Templin, and thus did the Pepsodent company enter radio and "I'se regusted" become a national by-word.

One reason Niles Trammell is so well known to the executives and owners of Midwestern radio stations lies in the fact that in the early days, he had to visit all of them almost every time NBC sold a new network account. These visits were necessary because, before NBC's present scale of compensation to affiliates was established, they all got the same amount from the network per hour of sponsored programs that they carried, regardless of power or location. And the amount was far less than they could obtain from local advertisers.

Naturally, upon receiving an offer of another NBC commercial program, the big stations would telegraph a reply which was a polite "Nuts to NBC. We won't take it." And each time Niles Trammell would pack his bag and catch the first train for a swing around the Midwest. He claims he is not an outstanding salesman, but the fact remains that, by and large, the stations took the programs.

In 1938 when General Mills returned to NBC with a full-hour, five-a-week program, Niles not only sold the client but spent four days personally clearing time on NBC stations, since the period the client wanted happened to fall in station optional time. Feats like these have endeared him with radio men the country over, and have given him the poise that comes with accomplishment.

In 1930, Niles went to Europe for a vacation. Bobby Jones, a fellow Georgian, and the American Walker Cup team were on the same boat, bound for England. On the boat, too, was O. B. Keeler, sports writer of the *Atlanta Journal* and boyhood friend of Niles on sandlot ball teams in Marietta. The two met again after many years, and Niles asked Keeler if he would like to describe part of the Walker Cup play for NBC. Keeler assented, thinking that he was being kidded, for it wasn't until someone called him up in England and asked him to man a microphone that he learned that the self-effacing Niles Trammell was an NBC executive. After returning to Atlanta, Keeler wrote a *Journal* feature about Niles in which he told the foregoing story, adding, "Niles Trammell is, and obviously always has been, one of those few favored of the gods proceeding gracefully through the world under the impulse of their own personality and forever beautifully unaware of the impulse."

Born in Marietta, Ga., July 6, 1894, Niles was educated at Sewanee, Tenn., where he attended Sewanee Military Academy (playing football) and entered the University of the South. A member of Kappa Alpha fraternity, he left college to join the Army during the war, emerging as a first lieutenant.

Up through the years his hobbies have been golf and fishing. He won't tell his golf score for "that would lose me too much money", but Chicago radio golfers declare that he shoots in the low eighties. It is known that he has done considerable deep sea and clear water fishing, but when asked to tell a fishing yarn or two he replied that his fishing was nothing sensational —the final proof of modesty.

Mr. Trammell is a member of the Chicago Club, the Racquet Club, the Saddle & Cycle Club and the Chicago Golf Club.

With the sincerity of a man who has given his life to a medium of great social significance, he speaks of radio's future, "One need of radio today, it seems to me, is better public relations. We must use our own medium to show how fair and unbiased it is in serving the public. Radio's problems must be understood more clearly by the networks, the stations and the public. As for regulation, radio *must* and *will* regulate itself."—P. B.

PUMPKIN PICKER
Herb Plambeck Guesses the Number of Seeds

HERB PLAMBECK, farm news editor of WHO, Des Moines, proved himself a real farm expert recently when he won a half-bushel of Pfister hybrid seed corn at the State Center, Ia., Farm & Home Institute for guessing within a single seed the number of kernels packed in a big pumpkin.

With the seed on his hands, Expert Guesser Plambeck set out to find a place to plant his half-bushel. An appeal to listeners to *Farm News* broadcasts Monday through Saturday at 6:30 a. m. brought share-plan offers offering him up to all the corn the seed produced less 50 bushels for the farmer's work of planting and tending the field. Meantime, however, he decided to dispose of his winnings as Christmas presents to his father and father-in-law, both practical farmers, and to each gave a quarter-bushel of the hybrid seed.

Angela McCosker to Wed

DATE of the wedding of Miss Angela Frances McCosker, daughter of Mr. and Mrs. Alfred J. McCosker, has been set for Jan. 26 and the ceremony will be performed by the Rev. Joseph P. Connor of West Orange in the Roman Catholic Church of St. Ignatius Loyola, Park Ave. and 84th St., New York. Miss McCosker, daughter of the head of WOR and MBS, and a recent graduate of Briarcliff Junior College, will be married to Sheldon Van Dolen, who is in the air-conditioning business in New York. A reception in the grand ballroom of the Plaza Hotel will follow the wedding.

ROBERT TINCHER, manager of WNAX, Yankton, S. D., claims the earliest political time reservation for the 1940 compaign with the order of R. F. Jerome, of the South Dakota Republic State Central Committee, for a half-hour spot, 11:30-noon, Nov. 4, 1940.

New Regulations on Operators Licenses Effective in May Adopted by the FCC

REVISED rules governing all classes of commercial radio operator licenses, to become effective May 1, 1939, were adopted Dec. 19 by the FCC. The new regulations, first to be adopted by the FCC, will supersede the present rules, largely promulgated by the old Federal Radio Commission, and will affect between three and four thousand operators in commercial broadcasting, according to FCC Chief Engineer E. K. Jett.

The new rules, which apply to about 40,000 operators of ship, broadcast, police, aviation, special emergency, point-to-point, forestry and other stations, except amateur, are a composite of the original proposals of the FCC engineering staff and evidence produced at informal hearings held before Mr. Jett July 11-12 (BROADCASTING, July 15). The newly-adopted regulations make allowance for the major objections voiced at the summer hearings.

Disputed Clause Dropped

The proposal to set up definite "physical, mental and moral" standards in judging applicants' qualifications for an operator's license was deleted from the adopted rules, along with another which would have made the operator responsible for reporting deficiences in the equipment he is operating. The proposal to issue renewal licenses upon reexamination only, which met opposition at the hearings, also has been modified to provide renewal based in great measure on experience and service.

Under the new rules, the license term is extended from three to five years. Third class operators, both radiotelephone and radiotelegraph, have been placed in a "restricted" class to avoid confusion and are issued "restricted permits" rather than third-class licenses, as heretofore. Twenty-one has been set as the minimum age of an applicant for a first-class radiotelegraph operator's license.

Examinations are composed of six elements, basic law, basic theory and practice, radiotelephone, advanced radiotelephone, radiotelegraph and advanced radiotelegraph, and applicants must attain the passing mark of 75% on each individual unit to qualify for the license, while formerly only a general-average grade of 75% was required. Under the new rules, the full list of 200 questions from which the examination is taken will be made available to all applicants, since the FCC has satisfied itself they cannot be learned parrot-fashion.

As for license renewals, "a license may be renewed without examination provided the service record on the license shows at least three years satisfactory service in the aggregate during the license term and while actually employed as a radio operator under that license; or shows at least two years service in the aggregate, under the same conditions, of which one year must have been continuous and immediately prior to the date of application for renewal. If the above requirements have not been fulfilled, but the service record shows at least three months satisfactory service in the aggregate, while actually employed as a radio operator under the license during the last three years of the license term, a license may be renewed upon the successful completion of a renewal examination (abridged) which may be taken at any time during the last year of the license term." In cases where less than three months service is shown, an examination as for a new license must be taken.

In an order accompanying publication of the new rules, the FCC stated that all licenses outstanding as of Dec. 19 shall continue in force for the remainder of their respective terms, thus providing a "transition period", but that a licensee may apply for renewal under the new regulations any time during the remainder of the license period. The order also stated that in the future, renewal applications must be made for two separate licenses in the case of an operator at present holding a radiotelegraph license with an endorsement granting privileges comparable with a radiotelephone license of any class, and he must qualify for both individually.

Satellite Station Plan Of WFBR Recommended In Report of Examiner

APPROVAL of the application of WFBR, Baltimore, to construct and operate a synchronized satellite station at Frederick, Md., with variable power from 10 to 100 watts, as a means of testing such operation and improving its coverage, was recommended to the FCC Dec. 17, in a report submitted by Tyler Berry, who presided at the hearing last September.

The application is for the synchronous station to operate on WFBR's frequency of 1270 kc. with the booster station to be constructed at an estimated cost of $15,525. A wire line connection from the master station to the booster would be utilized and Mr. Berry said the radiation of the booster would be very much the same as if it were an independent broadcasting station.

It was estimated that $1,300 per month additional cost would cover the operations of the synchronous station. There would be no income from the station, since it would be experimental and no advertising would be solicited at Frederick. Programs to be carried would originate at Baltimore and be transmitted to the sub-station at Frederick.

There is also pending before the FCC the application of WIS, Columbia, S. C. to establish a satellite station experimentally at Sumter, S. C., for the purpose of expanding the night time coverage contour of the station so it will correspond with the daytime coverage and thereby render a continuous service.

WBZ, Boston, and WBZA, Springfield, Mass., have operated synchronously for several years. Several months ago, however, an application for a new assignment for the Springfield station was filed with the plan that of terminating the synchronous operation and of maintaining separate stations in the two cities.

to Sponsors —AND THEIR AGENCIES

All stations give you coverage—but what about QUALITY?

FORGET THAT YOU'RE A SPONSOR or an advertising man. Be yourself in front of your radio. Do you tune in the best stations—those with high quality transmission?

Of course you pick the good ones. So do millions of others. That shows that coverage (*potential* listeners) isn't worth two pins unless it's combined with *quality*.

Now, as a buyer of time, consider this: 217 stations bought Western Electric equipment on quality alone. It cost them more—but they wouldn't "cut corners." You can trust people like that to do right by you in every way—to put your show on the air at its best. The stations below are . . .

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Alabama
WALA
WAPI
WHBB
WSFA
WSGN

Arizona
KGLU
KTAR
KWJB

Arkansas
KTHS
KUOA

California
KDB
KDON
KERN
KFAC
KFOX
KFRC
KFSD
KFVD
KGB
KGDM
KHJ
KIEM
KLS
KLX
KQW
KRE
KRKD
KROW
KROY
KSFO
KTKC
KVSC
KYOS

Colorado
KLZ
KVOR

Conn.
WDRC
WICC
WTHT

D. of Col.
WJSV
WMAL
WOL

Florida
WCOA
WDBO
WFLA
WFOY
WJAX
WKAT
WRUF
WSUN

Georgia
WATL
WMAZ
WRBL
WSB

Idaho
KFXD
KGCI
KSEI

Illinois
KFLV
WCBD
WHFC
WMBD
WMBI

Indiana
WHIP
WIND
WWAE

Iowa
KFJB
KFNF
WSUI

Kansas
KFBI
KFH
KGGF
KOAN
KSAC
KSAL
WIBU

Kentucky
WHAS
WLAP

Louisiana
KALB
WBNO
WDSU
WJBO
WSMB

Maine
WGAN
WLBZ

Maryland
WBAL
WJEJ

Mass.
WAAB
WBRK
WEEI
WHDH
WLLH
WMAS
WNAC
WSAR

Michigan
WBCM
WEXL
WJR
WKZO
WMBC
WWJ
WXYZ

Minnesota
KATE
KVOX
KWNO
WCCO
WDGY
WMIN
WTCN

Missouri
KFRU
KFUO
KMBC
KMOX
KWK
WDAF
WHB
WIL
WMBH

Montana
KFBB

Nebraska
WOW

New Hamp.
WFEA

New Jersey
WCAM
WCAP
WHBI
WPG
WTNJ

New York
WABC
WBBR
WBIL
WFAB
WFBL
WHAM
WHDL
WHN
WIBX
WINS
WJTN
WKBW
WLTH
WNEW
WNYC
WOR
WOV

No. Car.
KDLR
WAIR
WDNC
WSTP

N. Dakota
KRMC

Ohio
WADC
WCLE
WCPO
WHK
WHKC
WICA
WKRC
WLW
WOSU
WSAI
WSPD
WTOL

Oklahoma
KASA
KBIX
KOMA
KOME
KTUL
KVOO

Oregon
KOAC

Penn.
KQV
WBAX
WFBG
WHAT
WJAS
WKOK
WKST
WPIC
WSAN

Rhode Is.
WEAN
WJAR
WPRO

So. Car.
WAIM
WCSC
WIS

S. Dakota
KABR
WNAX

Tennessee
WLAC
WNOX
WROL

Texas
KABC
KCMC
KFDM
KGNC
KMAC
KPAB
KRIC
KTAT
KTSA
WRR

Utah
KSL

Virginia
WBBL
WRNL
WRVA

Wash.
KABR
KELA
KFPY
KGA
KGY
KHQ
KIT
KMO
KRKO
KVI
KXRO

W. Virginia
WCHS
WMMN
WSAZ

Wisconsin
KFIZ
WCLO
WKBH
WTMJ

Distributed by Graybar

DISTRIBUTORS: Graybar Electric Co., Graybar Bldg., New York. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

WTAM, Cleveland, has installed what is claimed to be the first gas-filled aluminum coaxial transmission line at its Brecksville, O., transmitter, completing a $50,000 transmitter project. The line was conceived by NBC and developed in cooperation with Raybould Coupling Co., Isolantite Co. and Aluminum Co. of America. Installation was in charge of William S. Duttera, of NBC's New York radio facilities department, who did much of the research. The line is said to be valuable because of decreased cost, lighter weight, ease of repair, improved performance and design. The outer tubing is 3½ inches in diameter, the inner tubing a half-inch, intervening space being filled with compressed nitrogen. S. E. Leonard, WTAM engineer in charge, describes the cable as a noteworthy improvement. It is capable of handling 1,200 kilowatts. Development of a coupling not requiring solder paved the way for use of aluminum lines.

Gruen Using 164

GRUEN WATCH Co., Cincinnati, has arranged with Transamerican Broadcasting & Television Corp., New York, for two quarter-hour transcribed series of programs to run for a 13-week campaign through local placement by its dealers on a list of 164 stations. Series have been tentatively named for release shortly after the first of the year. One group is called *If I Could Live It Over Again*, featuring Walter B. Pitkin, professor-author, as narrator, and the other will be named *Springtime Serenade*, a musical program featuring Lyn Murray and his chorus, Barry McKinley, Nan Wynn, and John Goth. Account is handled by McCann-Erickson, New York.

Bulova on 161

BULOVA WATCH Co., New York (timepieces), effective Jan. 1 has renewed its contracts for frequent daily time signals on a total list of 161 stations throughout the country. Company has been consistently on an increasing list of stations with its "time by courtesy of Bulova" announcements since 1929. Contracts were placed through Biow Co., New York.

Chamberlain to Place

CHAMBERLAIN Laboratories, Des Moines, Ia. (Chamberlain's Lotion), will soon start an extended spot campaign. In late December the firm appointed John H. Dunham Co., Chicago, to handle its account.

WRVA'S 13 YEARS WITH BOYS

YMCA Tieup Has Developed Musical and Dramatic Talent, As Well as Two Staff Members

WHEN the *WRVA Boys' Radio Club* was first started back in 1925, radio sets were more frequently found in attic or workshop than parlor or living room. The most ardent enthusiasts and experimenters were boys, youngsters from 12 to 18.

The Richmond YMCA, sensing this new interest for boys, decided to capitalize on it as a medium for reaching and holding the attention of adolescent boys, and that is how the *WRVA Boys' Radio Club* came about. Officials of the station were approached and asked for time on the air. "Y" representatives arranged musical programs and talks to be given by the boys themselves. After two or three broadcasts the idea had taken hold so firmly that all youngsters with musical or dramatic ability were asking to be allowed to take part in the programs.

From the publicity given the club over the air and in the newspapers, other groups were started in other parts of the State, and frequently came to Richmond to present "guest" air performances. The program has always remained a sustainer for good will purposes, although it might have been commercialized many times.

With the growth of radio, and the lessening of air time for sustaining features, the *WRVA Boys' Radio Club* had its broadcast periods shortened somewhat, but it has continued as a regular program of the station, and is still under the supervision of the Richmond YMCA. Adults as well as children are frequently heard on the program, and talks, which are limited to five minutes, concern themselves with character development through participation in such activities as those encouraged by the YMCA.

Through the years considerable musical and dramatic talent has been discovered and developed through the program. It is interesting to note that two members of the present WRVA staff, Ted Reams, announcer, and Bill Willis, of the Public Relations Department, received their first inspiration to enter radio work through participation in the Radio Club programs.

1938-39 Radio Business Survey

(*Continued on Page 13*)

1937 in spite of the heavy drop in local business during the mid-months of 1938 when San Francisco was inflicted with a three-month strike in its 32 major department stores and a warehousemen's strike of equal duration. However, settlement of both major labor disputes started a new flow of business to the locals, optimism among the merchants and the return of buyers who had suspended their contracts during the disputes.

Time buyers in some of the major agencies believe that new business would start on a gradual scale. All stated that accounts they currently had placed on the air would remain on with the possibility in some cases of increases in the advertising appropriation.

Radio folk are of the united opinion that the major factors that will make 1939 San Francisco's banner year are: 1. Solution of its major labor disputes. 2. Opening of the Golden Gate International Exposition, which is expected to attract several millions to the San Francisco bay area during the year. 3. The "Selling San Francisco" Campaign—a vast civic promotional move jointly sponsored by the Chamber of Commerce, Salesmanagers Association, Kiwanis Club, Rotary International and every other major civic organization and group.

Manufacturers, distributors and retailers in the Golden Gate area are in a more optimistic mood than they have been for several years and those up until this time unitiated in microphone salesmanship are rapidly becoming cognizant of the fact that radio can and is doing a selling job.

The major broadcasting stations stated their spot business for 1939 probably would be well over 1938. Most of the station and sales managers were optimistic over the present commitments for the new year. KFRC reported a score of 100% on renewals of its current business for the New Year and stated that the year 1938 showed a "substantial increase over 1937". The first five months of the year came up to its expectations. It already has commitments for more new sponsored shows than ever before in the history of the station.

CANADA

PROSPECTS for radio advertising in Canada, according to advertising agency executives, vary from slightly better to considerably better for 1939. And all are positive that 1938 was the best radio advertising year yet. Practically all Canadian stations had the best year in their history.

Canadian advertisers, say the agency men, are at last convinced that radio is a front-ranking advertising medium, and many accounts used radio for the first time in 1938. Prospects for 1939 show other firms who have never before used radio, making enquiries and planning programs for the new year, spurred on by the success competitors have had with broadcasting.

Every type of broadcast advertising, from the local, through the spot transcriptions to national networks, has seen increases in the 1938 use of radio advertising. Networks have grown in number, and are likely to expand a little more; transcriptions have definitely jumped in popularity of use; live local programs are growing in number for both national and local advertisers.

Network programs will increase slightly according to present prospects, though a number of Canadian firms are planning or getting data on networks. Afternoon nets are most likely to grow in number because of the success of those started in 1938. It is felt the number of piped commercial nets from the United States has reached its limit, and any new nets will be originating in Canadian studios. Network and news commentaries may be curtailed during the coming year, though sponsored newscasts locally are expected to be left untouched.

The transcription business is so good that some transcription firms are keeping their fingers crossed. Transcription regulations have been relaxed on most stations for evening hours, even the largest stations now being allowed a certain amount of time for evening transcriptions between 7 and 11 o'clock.

United States transcription producers are now releasing new transcriptions in Canada at the same time as in the United States, a factor which has made possible more liberal use of transcription continuity shows by big advertisers. Formerly American transcriptions were not released in Canada till two or three years after their first release in the United States.

Canadian advertisers are looking for Canadian transcription shows, but neither Canadian script-writing nor artist talent has made it possible to produce many shows so far which suit Canadian advertisers, thus forcing Canadian advertisers to buy American-made transcriptions.

Program Trends

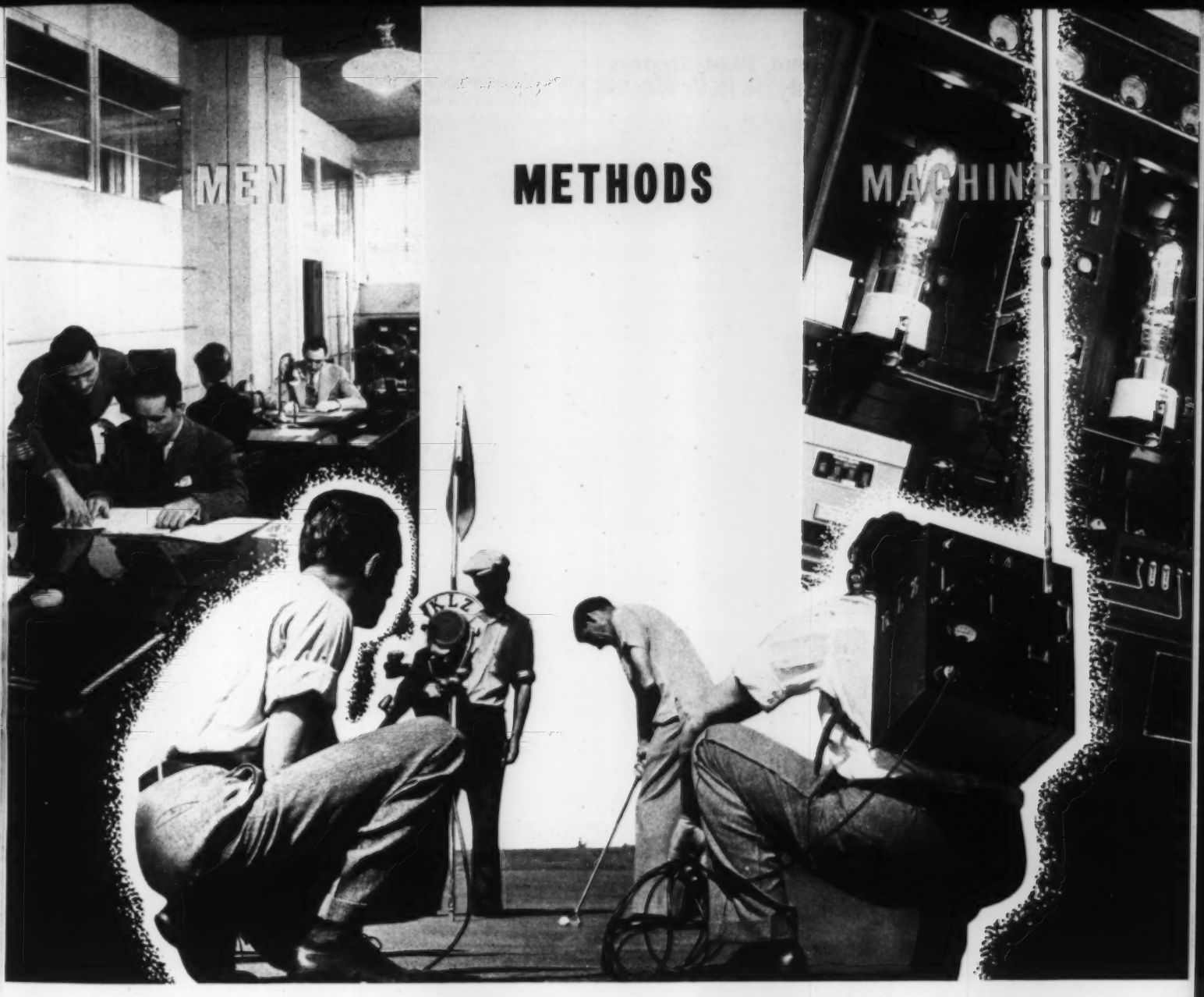
Stunt, novelty, and educational novelty live talent programs are seen by most agencies to be the types most likely to be used in increasing numbers in 1939. Some agency men feel that the new year will see these types of programs give way to more legitimate entertainment and simpler programs. Others are stressing the use of local stunt programs on even small stations for national advertisers because such programs can be put on cheaply and developed from station sustainers.

Canadian advertisers are not buying time haphazardly. Surveys are being conducted in increasing numbers as to the suitability of time available by stations. Listeners' reactions to programs and listening habits are also being surveyed in greater numbers before advertisers make new radio appropriations and start new programs. Radio no longer has to be sold to Canadian advertisers.

There are no figures available as to how much money was spent on Canadian radio advertising in 1938, or whether transcriptions, locals, or nets were most used. Guesses as to what radio advertisers spent on Canadian stations in 1938 ranged from $250,000 to $8,000,000. Several authoritative sources estimated the Canadian radio advertising total at roughly $3,500,000.

Canadian radio advertising is felt to have levelled off now, and will keep on growing a certain amount for the next few years, with a few more stations being added annually. A few years ago Canadian radio was far behind that in the United States. Now commercial development is nearly caught up.

XUM



. . . AND THE THING BEYOND

Colorado formed a definite radio listening habit back in the final days of the World War. Most stations had a policy of putting on a broadcast whenever something of particular interest to the station owner came up. But Colorado's 9WH was different. Even then it was dedicated to the pleasure of its listening audience. It was on the air with regular daily broadcasts as early as 1918.

Another red letter day was chalked up for 9WH in 1922. It then became the first station in the Rocky Mountain region to receive a commercial broadcast license. It became KLZ. Then came 1926 and affiliation with the Columbia Broadcasting System.

But the real radio renaissance for the Denver-Rocky Mountain area came in 1935. On August 1 of that year the management of KLZ passed to another progressive and pioneering group . . . E. K. Gaylord and other associates who had already achieved a praise-worthy record of building up the Southwest's greatest newspapers and farm paper and Oklahoma's most listened-to and responded-to radio station.

Since that time KLZ's star has continued to rise higher and higher on Denver's sky. Men, methods and machinery have been coordinated in such a manner as to bring this comment from former governor Teller Ammons on the occasion of the dedication of KLZ's 5,000 watt high fidelity transmitter in August, 1936: "In one short year under its new management KLZ has given the people of Colorado a new conception of radio service. KLZ has ever been a trail blazer and a pioneer . . . the trail it is blazing today may well become a broad highway to carry its destinies onward and forward into a glorious future."

KLZ has gone far since its swaddling days of 1918. It has become one of the truly great names in modern radio . . . a name that is constantly being linked with the biggest selling jobs in the Denver-Rocky Mountain area.

KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.

Soil-Off to Resume

SOIL-OFF MFG. Co., Glendale, Cal. (cleaning compound), which devoted approximately 75% of its advertising appropriation to radio in 1937 resumes use of Pacific Coast network time by early February and probably extend activity to other sections of the country as markets open. Hillman-Shane Adv. Agency, Los Angeles, has account.

Fire and Blast Destroy Recently Rebuilt XEPN

AN EXPLOSION followed by a fire in mid-December destroyed the newly-built plant of XEPN, Tia Juana, Mexican border station operating with a rated power of 100,000 watts on 730 kc. The loss was reported at about $110,000. The station, licensed to a Mexican corporation but headed by W. F. Branch, former Fort Worth engineer, had been involved in difficulties recently with minority stockholders who had attempted to take it over.

It had been under police guard for some time. Mr. Branch and associates were reported to have completed construction recently of a new studio and had planned to begin new operations in December. He claimed support of the state and national government. The same Mexican corporation also operates XELO at Piedras Negras, licensed for 50,000 watts on 670 kc.

Mayor and Kate

DESIGNATED to do the honors by Kate Smith herself, Major Edney Ridge, manager of WBIG, Greensboro, N. C., on Dec. 16 presented watches to Eric Tipton and Dan Hill, of Duke U., and Steve Maronic, of North Carolina U., who were selected recently for the Kate Smith 1938 all-collegiate football team.

Colgate Serials

COLGATE - PALMOLIVE - PEET Co., Jersey City, on Jan. 2 renews its three daytime serials on CBS between 10:15 and 11 a. m. five days a week. Programs, in order of time of broadcast, include *Myrt & Marge*, for Concentrated Super Suds, placed through Benton & Bowles, New York; *Hilltop House*, for Palmolive Soap, through Benton & Bowles, New York; and *Stepmother*, for Colgate Tooth powder. Benton & Bowles, Chicago.

Pierson Leaves the FCC To Start Own Practice

W. THEODORE PIERSON, FCC attorney who has been one of the chief assistants to Acting General Counsel William J. Dempsey in the handling of the network inquiry, has resigned, effective Jan. 16, to enter private practice of law. He will maintain offices in the Earle Bldg. and plans to specialize in practice before the FCC.

Mr. Pierson

With the FCC since 1934, Mr. Pierson headed its docket, mails and files section before joining its Law Department. He has been assisting Mr. Dempsey in connection with the network inquiry since last August, devoting practically all of his time to the work. He is a graduate of George Washington University and a native of Iowa. Prior to joining the FCC, he was with the Farm Credit Administration. Mr. Pierson is 29.

Policyholders on Spot

THE Policyholders' Advisory Council, headed by Morris H. Siegel, is conducting a test campaign of daily spot announcements on WORL and WMEX, Boston, and plans a national campaign after the first of the year to advertise its service as an insurance consultant. Future markets for the campaign will be announced early in January. The Council has been in business two years and claims its growth has resulted from radio programs on which Mr. Siegel discusses instances where insurance companies allegedly have been unfair to policyholders. Present schedule, in addition to the test campaign in Boston, includes 36 quarter-hour weekly programs, live and transcribed, on eight New York and New Jersey stations, WMCA, WNEW, WINS, WAAT, WHOM, WARD, WWRL, WBNX.

P & G's Net Spots

PROCTER & GAMBLE Co., Cincinnati, is currently testing network announcements on both CBS and NBC for Ivory Flakes and Crisco. The Ivory announcements on CBS at 1:45 p. m., five days a week, are delivered by Nora Marlowe, woman announcer. Crisco plugs are broadcast on CBS at 1:15 p. m., and on NBC-Red at 3:15 p. m. and 3:45 p. m., five days a week. Announcements, all 15-seconds long, do not follow or precede any of the company's numerous network programs. Compton Adv., New York, is in charge of the account.

Radio Column Popular

DESPITE the fact that west coast metropolitan newspapers have eliminated radio news columns, stories about air personalities and programs took first place in a recent poll conducted by the *Pasadena* (Cal.) *Independent*. Survey extended over a period of several weeks. The *Independent* found its daily radio column the most popular feature by a wide margin. William MacBird is radio editor.

Are owned by your prospective customers in the WOWO Area.

A WOWO Farmer said, "We have everything the city fellows have, except the worry".

He should have added, "We have more money, too", (annual income of **a quarter billion dollars**).

If you wish to prove it, drive down through this Tri-State Area some day. Here you will see new cars parked in the lanes, and new tractors working in the fields.

Nearly all farmers have radios, and every day (for twelve years now) they depend upon WOWO for information and entertainment. These farmers of the WOWO Family have money to spend. They believe in WOWO . . . and we believe in them. Such a combination makes it easy for WOWO to pull for its advertisers.

10,000 Watts: 1160 Kilocycles *NBC Basic Blue Network*

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS
National Representatives

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

The Finest Organ in the Land

The huge Kilgen organ in Studio "A" at WKY is probably the largest instrument ever built especially for broadcasting purposes. It is typical of WKY's complete studio facilities . . . symbolic of WKY's constant endeavor to render above-par service to Oklahoma's radio families.

Mechanical facilities of WKY parallel the up-to-dateness and perfection of its appointments. A 5 Kw. high-fidelity transmitter and a mobile unit containing a 200-watt short-wave transmitter round out a complete service for listeners of the Southwest unequalled by any other station.

A favored spot on WKY's daily radio log is Aunt Susan's quarter hour. From the most complete studio kitchen in the country, Oklahoma's "Housewife-in-Chief" conducts daily demonstrations during her widely listened-to daily broadcasts. Women crowd the studio for each broadcast.

So THIS: WKY ranks high among the finest radio showplaces of the nation. In beauty, design, completeness and technical excellence WKY's new studio facilities far outclass those of any other Southwestern station.

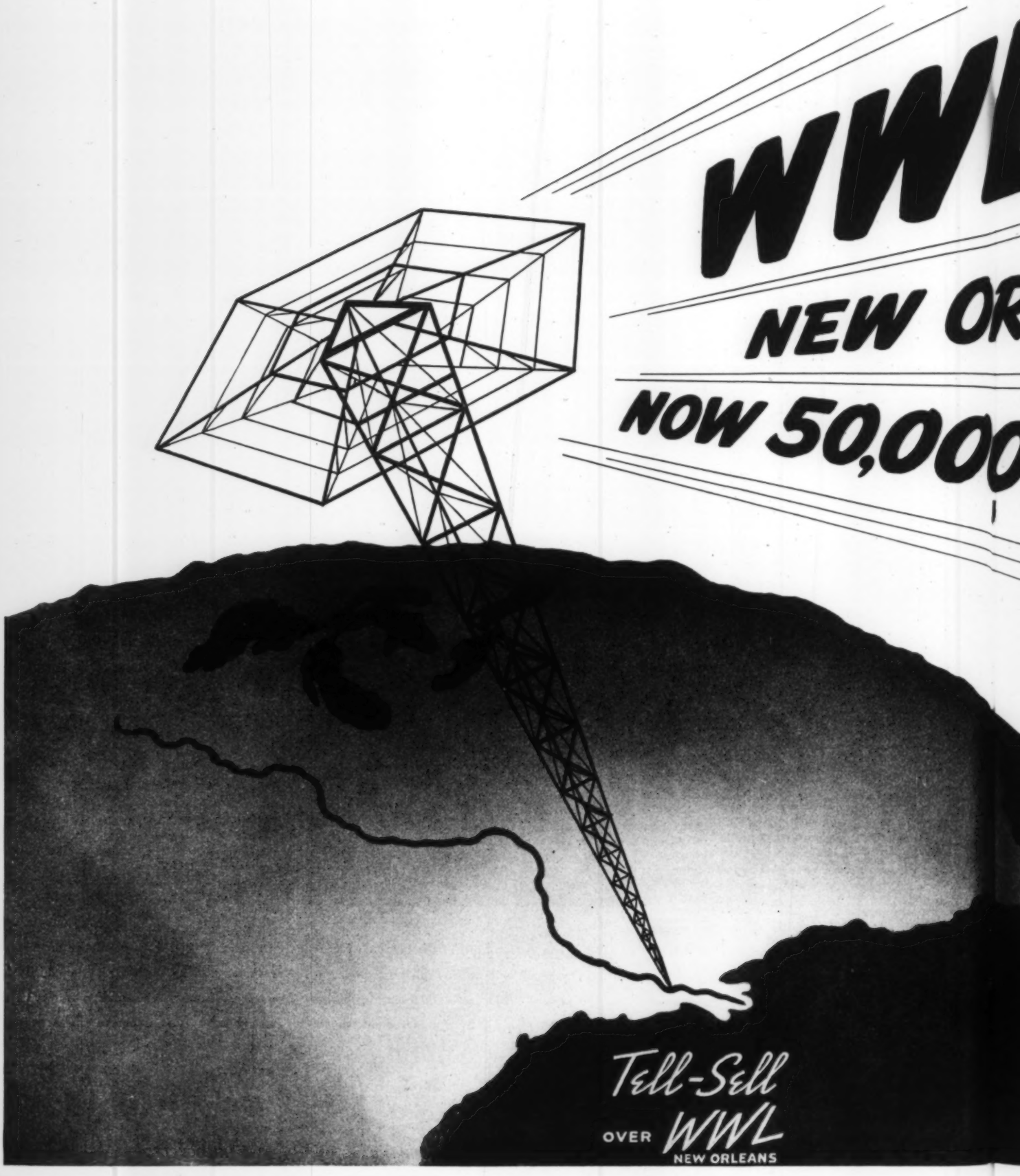
WKY's physical perfection has been directed toward a consistent goal of service. Staffed with experts, WKY's policies and programs have built the largest, the most loyal and the most responsive day in and day out listening family in the entire state of Oklahoma.

WKY is a station built of the best . . . given always to the same pioneering spirit that prompted the famous "Run" into Oklahoma just fifty years ago . . . guided by a management whose only measure of the value of the methods and machinery at its disposal is the ability they possess to increase the quality of service they can render in this important marketing area.

WKY Oklahoma City

NBC AFFILIATE • *900 KILOCYCLES*

THE OKLAHOMA PUBLISHING CO. • THE OKLAHOMAN AND TIMES • THE FARMER STOCKMAN • MISTLETOE EXPRESS
KVOR, COLORADO SPRINGS • KLZ, DENVER (*Affiliated Management*) • REPRESENTED BY THE KATZ AGENCY, INC.


WWL
NEW OR
NOW 50,000
Tell-Sell
OVER WWL
NEW ORLEANS

WL

ORLEANS

00 WATTS

NORTHERN STATION MANAGER *"Envious"*

"I wish I had a station with 5 times the power of any other for miles around, plus leadership through brilliant service—that's WWL New Orleans."

AIR PILOT *"Amazed"*

"I fly from Houston 400 miles to New Orleans, and then 500 miles more to Atlanta before I reach another station with the power of WWL."

OLDEST INHABITANT *"Indignant"*

"So WWL has 50,000 watts! Now those dad-gum Yankees can hear our favorite New Orleans station all the time!"

TIME BUYER *"Elated"*

"Buy *one* station and get complete dominance of a prospering territory with 10,000,000 people. No puzzle there! I'll give you WWL and give you results."

Always a favorite station, WWL New Orleans is now the *one station you need* to reach 10,000,000 prospering people. WWL New Orleans is now five times as strong as any station within a radius of 400 miles. For economy, use this one dominant station.

Tell - Sell - over WWL NEW ORLEANS

VINCENT F. CALLAHAN, *General Manager*

CBS AFFILIATE—REPRESENTED BY THE KATZ AGENCY, INC.

XUM

WHEN you run a radio station, your main job is to sell the idea that people absorb a sales message more quickly when they HEAR it rather than SEE it.

Now you can adopt the same idea for your own station time and programs. Record your sales message on a Presto record.

Let your prospect hear the program you want him to buy.

As the commercial—work in your own sales story personally directed to the man you want to sell.

He will always listen to a recorded message because it gives him the whole story in a few minutes . . . save him the trouble of wading through a mass of printed matter to get him the facts he wants.

Try this idea. It has already produced results for dozens of smart sales managers. No elaborate equipment is needed to make these recordings.

The new Presto Model K recorder

priced at $189, makes excellent recordings of both voice and music. Write today for illustrated catalog describing this and other Presto recorders selling complete at $149 to $3000.

PRESTO RECORDING CORPORATION
147 W. 19th St. New York N.Y.

World's largest manufacturers of instantaneous sound recording equipment and discs.

Canadian Stations To Seek Changes Caused by Treaty

Will Ask CBC to Allow for Havana Classifications

By JAMES MONTAGNES

CANADIAN broadcasters plan to ask the Canadian Broadcasting Corp. to alter its policy and allow Canadian broadcasters to take full advantage of the classifications of the Havana Treaty, at the annual meeting of the Canadian Association of Broadcasters at Toronto, Jan. 23-25. To this end an 11-page memorandum has been sent to all CAB members, to the board of governors of the CBC and to Minister of Transport C. D. Howe at Ottawa, in which the technical committee of the CAB, under the chairmanship of G. C. Chandler, CJOR, Vancouver, outlines the development of frequency and power assignments since the early days of broadcasting.

In dealing with the effects on Canadian broadcasters of the Havana Treaty, which has been ratified by Canada, the report cites what may happen to 1,000-watt stations under Havana Treaty regulations, and concludes its example with the statement "that under the terms of the Treaty with no change occurring in a Canadian 1,000-watt station, its night-time range can be curtailed by anywhere from 5/6 to 1/3 of the area it now covers. This would mean virtual disaster to a great number of Canadian stations.

Need of Class A Rating

"The operator of a station of 1,000 watts power in Canada is immediately faced with the problem of finding a solution. The only manner in which (such a station) can retain its status quo (primary night-time service area) is by obtaining full rights and privileges under a class A rating. This would seem that it would be necessary for (a 1,000-watt station) in order to duplicate its current service area to install 5,000-watt equipment and operate with 5,000 watts power both night and day. There is one serious hazard to (such a station) receiving a 5,000-watt license which is essential if it is to retain its status quo, and that is the announced policy of the Board of Governors of the CBS that it will restrict the powers of existing private broadcasters to a maximum of 1,000 watts.

"If this rule remains and the (1,000-watt station) continues to operate on the same shared channel, or a new shared channel which may be assigned under the Treaty to stations now operating on that station's channel, then the (1,000-watt station's) night-time service area is bound to be curtailed to only a fraction of the service area it now serves. This will mean in the case of stations located in predominantly rural provinces such as Saskatchewan, that the largest portion of their night-time potential audience will be lost. It will mean that literally thousands of people in the present night-time service areas of these stations will be deprived of night-time radio service except from high-powered stations or from American stations. It seems that there is no text in the agreement which specifically limits Canadian private stations to 1,000 watts night-time power.

"It is suggested," the report concludes "that the policy of the Canadian Broadcasting Corp. be so framed as to permit all stations in Canada to take advantage of the full power permissible under the terms of the Havana Treaty for the benefit of Canadian listeners."

In detailing the progress of the methods used in the United States in past years for the assignment of frequencies and powers, the report gives a comprehensive history of North American broadcasting. It gives examples of the applications of present FCC rulings and of Havana Treaty rulings. For a full text of the Havana Treaty the report refers to "page 314 of the 1938 issue of the BROADCASTING Yearbook".

NEW BIKE came to 11-year-old Jimmy Varner, of Gifford, Ill., who rescued his dog from his burning home in November but lost his bicycle, when Cycle Trades of America heard of his heroism on a CBS newscast and decided to reward him with a new wheel. Here's Jimmy and bike with Merrill Crawford, advertising manager of Arnold Schwinn & Co., manufacturers of the fancy machine, and Todd Hunter, WBBM, Chicago, news commentator, who made the presentation during his Dec. 12 broadcast.

LOCAL SPONSORS!
Use Radio's Greatest Salesman

SMILIN' ED McCONNELL
NEW SERIES
HYMN TIME

Now 78 Transcribed Programs Supplied by

PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

New Canadian Stations

CJHC are the call letters issued for the newly authorized *Halifax Chronicle* station which will operate with 1,000 watts on 1290 kc. At North Battleford, Sask., C. R. McIntosh, publisher of the *North Battlefield News*, will shortly start on his 100-watt station CHNB. The *Nelson* (B. C.) *Daily News* has been authorized to build a new 100-watt station.

Central American Treaty Concluded

Frequencies in the 2300-2400 Wave Band Are Allocated

REPRESENTATIVES of seven Central American countries, including a delegation from the United States representing the Canal Zone, meeting in Guatemala City, on Dec. 8 concluded a treaty allocating primary and secondary frequencies within the 2300-2400 kc. broadcast band provided under the General Radio Regulations of the Cairo Telecommunications Conference of 1938. Allocation of frequencies in this band, formerly used by fixed and mobile services, was undertaken to relieve interference conditions, and is of particular interest to the United States in protecting military frequencies used in the defense of the Panama Canal.

Under the treaty, which was unanimously accepted by the delegation after considerable discussion during the two-week session over the allocations to the various Central American countries, Costa Rica was assigned 2330 kc. for primary broadcast service and 2370 kc. for secondary operations; El Salvador, 2300 and 2360 kc.; Guatemala, 2320 and 2400 kc.; Honduras, 2380 and 2340 kc.; Nicaragua, 2350 and 2400 kc.; Panama, 2310 and 2340 kc., and the Canal Zone, 2390 and 2370 kc.

Ratification Foreseen

The treaty becomes effective 30 days after at least two of the signatory countries have ratified, and will be binding between all countries ratifying. Little trouble is expected in gaining ratification from all the countries. The United States delegation has not yet made its report to the State Department, which subsequently will pass the treaty on to the Senate for ratification.

The United States delegation included Fay Allen Des Portes, Minister to Guatemala; Harvey B. Otterman, State Department; Lt.-Col. David M. Crawford, U. S. A.; Lt.-Comdr. M. W. Arps, U. S. N., and Gerald C. Gross, of the FCC International Division.

SECOND station to apply for an FCC permit to erect a new television station since RCA announced it would make transmitters available for sale is KSTP, St. Paul, seeking 1,000 watts on the 44000-50000 kc. band. First application came from WTMJ, Milwaukee.

Plans for New KVAN

WITH Walter L. Read appointed manager and placed in charge of construction, the new KVAN, Vancouver, Wash., opposite Portland, expects to be ready for operation early in the spring. The station, which will operate with 250 watts daytime on 880 kc., will have its transmitter on the North Pacific Highway and its studios in the Clark County Bank Bldg. Application has been filed with the FCC to change the stock ownership setup so that Sheldon F. Sackett, president, who is publisher of the *Coos Bay Times* and the *Salem Statesman* and owner of KOOS, Marshfield, Ore., will hold 50% of the stock; D. Elwood Caples, Vancouver attorney, vice-president, 20%; Walter L. Read, former owner of KOOS, secretary-treasurer, 30%. Mr. Read announced that Ricky Bras, formerly with KGY, Olympia, and KOL, Seattle, has been named commercial manager, and Paul W. Spargo, formerly chief engineer of KOOS, chief technician.

Withycomb Sues

SUIT for $50,000 has been filed in the U. S. District Court in New York by Donald Withycomb against WFIL, Philadelphia. Mr. Withycomb, who joined the station Jan. 15, 1935, under a three-year contract calling for annual payment to him of $15,000 and 5% of the station's profits, which contract was renewed for three more years from Jan. 15, 1938, alleges that he was "wrongfully discharged" on Sept. 17, 1938, and claims damages for the balance of his contract.

"PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

SEEDS and SALES!

For a volume sales harvest, let WAIR sow your advertising seeds throughout this fertile, receptive money-spending market. WAIR is a powerful sales producer.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

TSN OFFERS

23 PRIMARY AREAS

for Intensive Coverage of Texas

Every large city and most of the smaller cities of Texas are within the *primary* listening areas of the 23 stations of Texas State Network. The TSN primary area covers 89% of Texas radio homes; the effective secondary area adds another 10.3%. You can buy this intensive, reliable coverage of prosperous Texas at a price that gives low cost per listener. TSN is the new and better way to cover Texas.

TSN
TEXAS STATE NETWORK

Affiliated with MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth

Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Philip Morris & Co., New York (Paul Jones cigarettes), 2 *sp* weekly, thru Biow Co., N. Y.
Greco Canning Co., San Francisco (foodstuffs), 5 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Rosicrucians, San Jose (religious), weekly *t*, thru Richard Jorgensen Adv. San Jose, Cal.
Chrysler Corp., Detroit (Chrysler autos), 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Chalybeate Mfg. Co., San Francisco (antiseptic), weekly *sa*, thru Rufus Rhoades & Co., San Francisco.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 5 *sa* weekly, thru Brown & Tarcher, N. Y.
Institute of Applied Science, Chicago, weekly *t*, thru Matteson-Fogarty-Jordan, Chicago.
Penick & Ford, New York (Vermont Maid Syrup), 3 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Industrial Training Corp., Chicago (school), weekly *t*, thru James R. Lunke, Chicago.
Safeway Stores, San Francisco (chain groceries) 20 *sa*, thru J. Walter Thompson Co., San Francisco.
Nash-Kelvinator Corp., Kenosha, Wis. (refrigerators), 30 *ta*, thru Geyer-Cornell & Newell, N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (fountain pens), 26 *sa*, thru Russel M. Seeds Co., Chicago.
Gardner Nursery Co., Osage, Ia. (plants and shrubs) 15 *t*, thru Northwest Radio Adv. Co., Seattle.
Santa Fe Bus Lines, Los Angeles (transportation), 30 *sa*, Town Criers Co., Los Angeles.

WHN, New York

Gottfried Baking Co., New York, weekly *sp* thru Lord & Thomas, N. Y.
Community Opticians, Brooklyn, New York, 6 *sp* weekly, 18 weeks thru Commonwealth Adv. Agency, Boston.
Lamont, Corliss & Co., New York (Nestle products), 3 weekly *sa*, 13 weeks, thru Monroe F. Dreher, N. Y.
Jefferson Personal Finance Corp., New York, 5 *sp* weekly, 26 weeks, thru Roger B. Relkin Agency, N. Y.
Adam Hat Stores, New York (chain stores), 143 *sa* weekly, thru Glicksman Adv. Co., N. Y.
Inkograph Co., New York (fountain pens), *sa*, 3 weeks, thru Peck Adv. Agency, N. Y.
Dodge Brothers Corp., Detroit (motor cars), 18 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WGN, Chicago

National Tea Co., Chicago, 5 *t* weekly, thru Stack-Goble Adv. Agency, Chicago.
Rival Packing Co., Chicago, 3 *sa* weekly, thru Chas. Silver & Co., Chicago.

WOPI, Bristol, Tenn.

General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

WIBC, Indianapolis

Candid Eye, Philadelphia (magazine), 6 *sa* weekly, thru Albert Kircher Co., Chicago.

WBT, Charlotte, N. C.

Seaboard Airline Railway, Norfolk, 7 *sa*, direct.
Nash-Kelvinator Corp., Kenosha, Wis., 2 *t* daily, thru Geyer, Cornell & Newell, N. Y.
Household Magazine, Topeka, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
A & O Sales Co., New Bern, S. C. (proprietary), 28 *sa*, thru J. Carson Brantley, Salisbury, N. C.
Chrysler Corp., New York, 22 *ta*, thru Ruthrauff & Ryan, N. Y.
Refrigeration & Air Conditioning Institute, Youngstown, O., weekly *sp*, thru National Classified Adv. Agency, Youngstown.
Stanback Co., Salisbury, N. C. (proprietary), 6 *sa* weekly, thru J. Carson Brantley, Salisbury.

WOR, Newark

Loft Inc., Long Island City, New York (candy), weekly *sp* thru White-Lowell Co., N. Y.
International Vitamin Corp., New York (vitamin pearls), 3 *sp* weekly, thru Bisberne Adv. Co., Chicago.
B. T. Babbitt & Co., New York (Bab-O), 5 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.
I. J. Fox Inc., New York (furriers), weekly *sp*, thru Sterling Adv. Agency, N. Y.
Richfield Oil Corp. of New York (gasoline, motor oil), weekly *sp*, thru Sherman K. Ellis & Co., N. Y.

KNX, Hollywood

Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 *sp* weekly, thru Long Adv. Service, San Francisco.
Lever Bros. Co., Cambridge, Mass., (Spry), 7 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Union Pacific Railroad Co., Omaha, 3 *t* weekly, thru Caples Co., Chicago.

KJBS, San Francisco

Dodge Clothing Co., San Francisco (chain clothiers) 3 *sa* weekly direct.
Dr. Ross Dog & Cat Food, Los Angeles (pet foods) 3 *sa* weekly, thru Howard Ray Co., Los Angeles.
Great Northern Chemical Co., San Francisco (insect exterminator), 6 *sa*, thru Colman Co., San Francisco.
White Star Home Maintenance Co., San Francisco (decorating) 3 *sa* weekly, direct.

WLAW, Lawrence, Mass.

H. P. Hood & Sons, Charleston, Mass. (dairy), *sa* series, thru Harold Cabot & Co., Boston.
White Laboratories, Newark (Feenamint), daily *sa*, thru Wm. Esty & Co., N. Y.

WHO, Des Moines

Colgate-Palmolive-Peet, Jersey City (Super-Suds, Palmolive soap), 5 *t* weekly, thru Benton & Bowles, N. Y.
Albert H. Singer Fur Co., New York, 2 *sa* weekly, thru Green-Brodie, N. Y.
Pioneer Hi-Bred Corn Co., Des Moines, 6 *sa* weekly, thru R. J. Potts Co., Kansas City.
Pennsylvania Salt Mfg. Co., Philadelphia (Lewis lye), 5 *sa* weekly, thru Fletcher & Ellis, N. Y.
Union Pacific Railroad, Omaha, 3 *sp* weekly, thru Caples Co., Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 3 *ta* weekly, thru Platt-Forbes, N. Y.
Olson Rug Co., Chicago, 78 *sp*, thru Presba, Fellers & Presba, Chicago.

KFI, Los Angeles

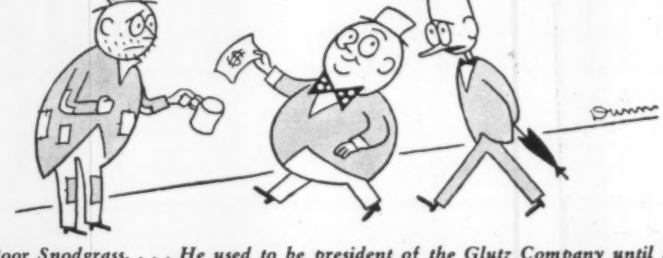
Wilshire Oil Co. Inc., Los Angeles (petroleum products), weekly *sp*, thru Dan B. Miner Co., Los Angeles.
Swift & Co. Chicago (hams), 400 *ta*, *sa*, thru J. Walter Thompson Co., Chicago.
Wetherby-Kayser Shoe Co., Los Angeles (chain), 2 *sp* weekly, thru Logan & Stebbins, Los Angeles.
Remington-Rand, Buffalo, 3 *sa* weekly, thru BBDO, N. Y.
Hammond Organ Studios, Los Angeles (organs) 2 *sp* weekly, thru J. Walter Thompson Co., Los Angeles.
Flamingo Sales Co., Hollywood (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.
Fox West Coast Theatres Corp., Los Angeles (theatres), 5 *sa* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

WNEW, New York

I. J. Fox, New York (furriers), 5 *sp* weekly, direct.
W. R. Thorne Inc., White Plains, N. Y. (furniture), 6 *sa* weekly, 10 weeks, direct.
Motzkin Brothers, New Rochelle, N. Y. (cleaners-dyers), 6 *sa* weekly, 10 weeks, direct.
Axton-Fisher Tobacco Co., Louisville (Twenty-Grand cigarettes), 30 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.

WHN, New York

B. C. Remedy Co., Durham, N. C., daily *sa*, 52 weeks, thru Charles W. Hoyt Co., N. Y.
Washington State Apples, Wenatchee, Wis., daily *sa*, 2 weeks, thru J. Walter Thompson Co., San Francisco.
Peter Paul Inc., Naugatuck, Conn. (candy-gum), daily *sa*, 26 weeks, thru Platt-Forbes, N. Y.



Poor Snodgrass. . . . He used to be president of the Glutz Company until his competitor bought WRC.

Pd. Adv.

WFBR, Baltimore

American Oil Co., Baltimore, 1456 *sp*, thru Joseph Katz Co., Baltimore.
BC Remedy Co., Durham, N. C., 11 *sa* weekly, thru Harvey-Massengale Co., Atlanta.
Coca Cola Bottling Co., Baltimore, 260 *sp*, thru D'Arcy Adv. Co., St. Louis.
Crowell Pub. Co., New York (Woman's Home Companion), 52 *sp*, thru McCann-Erickson, N. Y.
Ford Motor Co., Detroit, *sa* series, thru McCann-Erickson, N. Y.
Florists Telegraph Delivery Assn., New York, *sa* series, thru Young & Rubicam, N. Y.
Montgomery Ward & Co., Baltimore, *sa* series, thru Brown & Alexander, Baltimore.
Nash-Kelvinator Corp., Kenosha, Wis., 26 *sa*, thru Geyer-Cornell & Newell, N. Y.
Remington Rand, Buffalo, 12 *sp*, 13 *sa*, thru BBDO, N. Y.
Wm. S. Scull Co., Camden (coffee), 182 *sa*, thru Ward Wheelock, Philadelphia.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 26 *sa*, thru Russell M. Seeds Co., Chicago.

KSO-KRNT-WMT, Des Moines, Waterloo

Earl Ferris Nursery Co., Hampton, Ia., 6 *sp* weekly, thru Lessing Adv. Co., Des Moines.
Utilities Engineering Institute, Chicago, 13 *t*, thru First United Broadcasters, Chicago.
Omar Mills, Omaha, 6 *sp* weekly, thru Lyle T. Johnston Agency, Omaha.
H. J. Heinz Co., Pittsburgh, 26 *ta*, thru Maxon Inc., N. Y.
Maytag Co., Newton, Ia. (washers), 13 *sa*, thru McCann-Erickson, Chicago.
Lydia E. Pinkham Med. Co., Lynn, Mass., 3 *t* weekly, thru Erwin Wasey & Co., N. Y.
Seidletz Paint & Varnish Co., Kansas City, 26 *sa*, thru Barrons Adv. Co., Kansas City.

KSFO, San Francisco

Washington State Apple Growers Assn., Seattle, 10 *sa* weekly, thru J. Walter Thompson Co., Seattle.
Manhattan Soap Co., Los Angeles (Sweetheart Soap) 6 *sa* weekly, thru Milton Weinberg, Los Angeles.
Butter Kernel Corn, San Francisco (canned corn), weekly *sp*, thru Long Adv. Service, San Francisco.
American Popcorn Co., Sioux City, Ia. (Jolly Time Popcorn), weekly *sp*, thru Coolidge Adv. Agency, Des Moines.
Wander Co., Chicago (Ovaltine), 3 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Standard Oil Co. of California, San Francisco (gasoline and oil), 21 *sa* weekly, thru McCann-Erickson Co., San Francisco.

KDYL, Salt Lake City

Wander Co., Chicago (Ovaltine), 5 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Standard Oil Co. of Cal., San Francisco, 3 *sa* nightly, thru McCann-Erickson, San Francisco.

KGER, Long Beach, Cal

Montgomery Ward & Co., Long Beach (retail), 5 *sp* weekly, placed direct.
Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 5 *sp* weekly, thru Stodel Adv. Co., Los Angeles.

WFIL, Philadelphia

Healthaids Inc., Jersey City, daily *sp*, thru Austin & Spector, N. Y.
BC Remedy Co., Durham, N. C., 18 *sa* weekly, thru Harvey-Massengale Co., Atlanta.

WDBJ, Roanoke, Va.

White Laboratories, Newark (Feenamint), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.

AGENCY Appointments

WESTERN PACIFIC Railroad, San Francisco, to Carl C. Wakefield Agency, San Francisco.

BERKELEY, Cal., Chamber of Commerce to Brewer-Weeks Co., San Francisco.

GRIESEDIECK BROS. Brewing Co., St. Louis, to BBDO, Chicago.

CLIMALENE Co., Canton, O. (cleansers), to Fuller & Smith & Ross, Cleveland.

NEW YORK, Ontario & Western Railroad Co., New York, to Blackstone Co., N. Y.

UNITED AIRLINES, Chicago, to N. W. Ayer & Son, Chicago.

DIETETIC RESEARCH, Bloomfield, N. J. ("M-V-M Vitamin Perles"), to Al Paul Lefton Co., New York. Radio advertising to begin March 1.

F. & M. PRODUCTS, New York (cosmetics), to Rosette Adv. Corp., N. Y. Plans spot announcements throughout country first of year.

GOTHAM FUR EXCHANGE, New York, to Rosette Adv. Corp., N. Y.

J. L. PRESCOTT Co., Passaic, N. J. (Oxol disinfectant), to Arthur Kudner, N. Y.

LOFT Inc., Long Island City, New York (candy), to White-Lowell Co., N. Y.

C. M. Co., Durham, N. C. (proprietary) to Southern Adv. Corp., Durham.

PLANKINTON PACKING Co., Milwaukee, to Cramer-Krasselt Co., Milwaukee.

END-O-CORN, Rutland, Vt., to Earl C. Noyes Adv. Agency, Rutland.

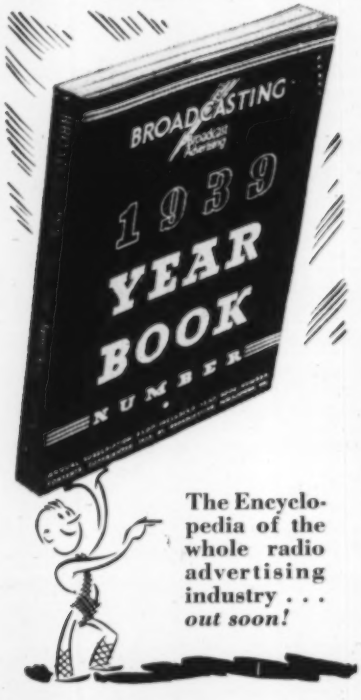
NATIONAL BISCUIT Co., New York (Cubs whole wheat cereal), to Lord & Thomas, N. Y.

FRITO WEST COAST Co., Los Angeles (salted corn chips), to Lawrence Co., Los Angeles.

FIDELIO BREWERY, New York (beer and ale), to Morgan Reichner & Co., New York. Using weekly spot announcements on WHN, New York, and may add more stations after Jan. 1.

13 for 20 Grand

AXTON-FISHER Tobacco Co., Louisville, has signed 13 stations for its spot campaign for Twenty Grand cigarettes, to start Jan. 15. Quarter-hour sports and news programs will be broadcast three to five times weekly on WGN KMBC WNAC WBEN WLW WNEW WJAX WFLA WIOD WFBR KFI KMOX KSFO. McCann-Erickson, New York, is the agency in charge.



The Encyclopedia of the whole radio advertising industry . . . *out soon!*

Endorse Brands Drive

ALL MEDIA, including radio, have endorsed the national cooperative campaign to be conducted by manufacturers and distributors under the sponsorship of the Associated Grocery Manufacturers of America from Feb. 1 through May 1, according to Paul S. Willis, president of the AGMA. Plans are now being completed for the campaign which will be known as the "Parade of Progress of Nationally Known Grocery Products," and has as its aim the promotion of a closer relationship between the consumer, dealer and manufacturer.

NAB PRIMER TELLS OF AMERICAN PLAN

WHAT is described as the first nationally circulated primer on the American System of Broadcasting has been placed in distribution by the NAB. A 48-page booklet printed attractively in several colors, it is designed for the top layer of American citizenry, including Congressmen, public officials, educators and others in key positions.

The booklet is titled *The ABC of Radio* and was prepared "so the American listener may understand how radio works in America". After a foreword by President Neville Miller, the booklet traces a radio program from station to listener Then it goes into all angles of regulation and summarizes the arguments for the American system.

Another primer is to be prepared later for more general consumption. It will be considerably simplified for wide distribution and copies are to be placed in the back of all new receivers before sale.

Join Kellogg Show

KELLOGG Co., Battle Creek, Mich. (corn flakes), has signed Cary Grant, film actor, to star with Carole Lombard along with Lawrence Tibbett at featured vocalist in its one hour NBC-Red network series starting Jan. 15, Sun., 10-11 p. m. (EST). Tentatively titled *Kellogg Hour*, the variety show will also feature the Marx Brothers, Groucho, Chico and Harpo in the comedy spot. They have been signed for 26 weeks with time off allowance for motion picture work. Program is also to include vocalists and guest artists. Tony Stanford will produce and George Faulkner is to write the series. Agency is J. Walter Thompson Co., New York.

Canada Dry on Discs

CANADA DRY GINGER ALE, New York, has arranged to broadcast *Information Please* with Clifton Fadiman via off-the-air recordings made by the NBC Transcription Service on nine additional stations: KOH WIRE WFAA KPRC KGU and four CBC stations, CJCA CFGP CFAC and CJOC. Program is now heard live on 54 NBC-Blue stations, Tuesdays, 8:30-9 p. m. Agency in charge is J. M. Mathes, New York.

WHEN Horace Heidt's *Brigadiers* concluded their sponsorship Dec. 25 under Stewart-Warner Corp. on NBC-Red, that network retained them for sustaining spots Mondays, 10:30 to 11 p. m. and Saturdays, 11:30 p. m. to midnight.

TSN OFFERS

23 MERCHANDISING STAFFS

To Give Direct Dealer Contacts

Texas State Network offers clients an elaborate, efficient Merchandising Service in 22 top Texas market areas. Dependent on the contract, this service includes personal calls on jobbers and dealers; letters to the trade; placing tie-up material; program plugs; store surveys; coincidental listener surveys; publicity, and other sales aids. TSN alone offers this plus-service to network clients.

TSN
TEXAS STATE NETWORK

Affiliated with MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth

Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

Radio Advertisers

ELECTROLYSIS ASSOCIATES, New York, is planning an extensive campaign throughout the metropolitan area to start early in 1939 for promotion of its hair removing services. Radio and newspaper advertising plans are now being formed for announcement at a future date. The account is handled direct.

TUCKETT Ltd., Hamilton, Ont., has signed a 75-minute studio show on CKNX, Wingham, Ont., to supplement its present schedule of six quarter-hour transcriptions a week. *Buckingham Barn Dance*, starting Dec. 24, promotes Buckingham Fine-Cut Tobacco to the rural market, while the transcription series continues to push Buckingham cigarettes. Twenty musical, comedy, and novelty acts are presented in the CKNX *Saturday Night Barn Dance*, which Tuckett takes over. Agency is MacLaren Adv. Co., Toronto.

MADRE SICILIA OIL Co., New York, because of its successful Italian news program on Saturday nights on WBIL, New York, on Dec. 17 started a new quarter-hour weekly program *The Incredible Truth*, starring Guiseppe Loffredo, on WOV, New York.

P. J. LEROY, pianist, on Dec. 12 renewed for 52 weeks his contract with WHN, New York, to broadcast his musical programs twice daily Monday through Saturday. The account was placed direct.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., has signed for three news periods weekly on WBBM, Chicago.

KATE

250 WATTS
1420 KC

★ A New Year!
★ A new full time station!
★ A new advertising opportunity in prosperous S. Minnesota

KATE
ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Representatives:
Gene Furgason & Co.

Studios in
Albert Lea and Austin
MINNESOTA

WESTON'S, Canadian bakers of English Quality biscuits, bread, pies and cakes have been sponsoring *Hymntime* with Smilin' Ed McConnell for 11 weeks on a Toronto station, and starting Jan. 1 added 15 stations in Port Arthur, Sault Ste. Marie, Sudbury, Timmins, Kirkland Lake, North Bay, Ottawa, Toronto, Hamilton, Brantford, London, Stratford, Chatham, Montreal, St. John and Charlottetown. Richardson-MacDonald Adv. Service, Toronto, handles the account.

SINCLAIR REFINING Co., New York, has started a half-hour show *History in the Making*, Sunday nights, on WBBM, Chicago. Federal Adv. Agency, New York, has the account.

B. FISCHER & Co., New York (Astor coffee), on Jan. 10 begins sponsoring three quarter-hours of the *Morning Almanac* on WABC, New York, each week, broadcasting from 7 to 7:45 each weekday morning, and sponsoring also the 7:30-7:45 portion Tuesday, Thursday and Saturday. Neff-Rogow, New York, is agency.

THREE new local companies join cooperative *Famous Jury Trials* on MBS: K & B Packing Provision Co. on KFEL, Denver; Smith Agricultural Chemical Co. on WHKC, Columbus; Southern Pacific Milling Co. on KVEC, San Luis Obispo, Cal. Lone Star Margarine Co., Fort Worth, is sponsoring *Marriage License Romances* on KFJZ, Fort Worth.

OLDEN MINERALS Inc., Los Angeles (Ben-O-Tone footbaths), which recently conducted a brief test on KRKD, that city, has started a six-weekly five-minute program, *Personality Impressions* with Churchill Murray, commentator, on KHJ. Contract is for 13 weeks, having started Dec. 8. General Adv. Agency, Los Angeles, has the account.

CHARLES A. LASLEY has been appointed advertising manager of Bireley's Inc., Hollywood (beverage). J. Walter Thompson Co., Los Angeles, services the account.

DEALERS in Westchester County, New York, are participating in the sponsorship of a new program *Westchester on Parade* on WNEW, New York, which started on Dec. 12 and is heard daily from 7 to 7:30 a. m. with Bob Carter conducting. Dealers already signed to sponsor the broadcasts are Willow Brook Dairy, Mt. Vernon, New York; Suburban Fuel Oil Service, Mt. Vernon; and Stanley Stores, New Rochelle, New York.

MARNEY FOOD Co., San Francisco (Marco pet food) on Dec. 30 shifted *The Marco Spelling Bee* from KSFO, San Francisco, to KPO. Tom Breneman continues as spelling master. Account is handled by Long Adv. Service, San Francisco.

I. J. FOX, New York (furriers), on Dec. 17 started sponsorship of Commentator Jacob Tarshish as *The Lamplighter* on WOR, Newark, Sun., 12:30 noon-12:45 p. m. Account is handled direct.

WBNX NEW YORK

Speaks the Language
Plays the Music
Sings the Songs of
Metropolitan New York's
Foreign Residents and
Tells them WHAT *and*
WHERE TO BUY

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

50 Spots in Day

WIBC, new daytime station in Indianapolis, believes it has established a record for spot announcements. H. P. Wasson Co., Indianapolis, bought fifty 100-word spots to use during one day, Sunday, Dec. 18, from 8 a. m. to 4:15 p. m. Two extra announcers and a woman's commentator were brought in for the day to lend variety to the announcements, which, due to the station's other commercial programs, were heard every four minutes. Next morning, WIBC reports, record crowds were blocking the sidewalk in front of the Wasson store before doors opened.

THE ANNUAL Motor Boat Show, New York, will sponsor five to 15-minute news programs on four New York stations during its annual show in New York City, Jan. 6-14. On WABC, the exhibit will sponsor a news series by George Putnam, 6-6:05 p.m.; on WEAF, five 5-minute periods before and after the regular daily news programs, 11:25-11:30 p. m.; on WNEW, four daily five to fifteen-minute INS news broadcasts; and on WHN, two quarter-hour programs daily will be sponsored, the *Early Birds* at 8:15 a. m. and the UP news at 6:15 p. m. Charles J. Cutajar Adv. Agency, New York, is in charge.

FLAMINGO SALES Co., Hollywood (finger nail polish), using spot announcements on various Pacific Coast stations, will increase its 1939 radio appropriation and expand coverage to other sections of the country as markets open. Agency is Buchanan & Co., Los Angeles.

FOX WEST COAST THEATRES Corp., Los Angeles, a consistent user of spot announcements and transcribed programs on southern California stations, will substantially increase its radio appropriation for 1939, according to Hillman-Shane Adv. Agency, that city, servicing the account.

GOODYEAR TIRE & RUBBER Co. of California, Los Angeles, on Jan. 16 renews for 13 weeks the six-weekly quarter-hour *Sun-Up News* program on KNX, Hollywood. Agency is Arthur Kudner, New York.

PHILIP MORRIS & Co., New York (Paul Jones cigarettes), has renewed for 13 weeks its twice-weekly quarter-hour news program on KNX, Hollywood. Agency is Biow Co., New York.

NEW YORK, New Haven & Hartford Railroad, Boston, on Jan. 2 will begin sponsorship of a quarter-hour news program on WEEI, Boston, Monday through Friday, 6-6:15 p. m. The company sponsored the same broadcast during 1936-37, but this year is rechristening the program the *New Haven News Express*, featuring Neil Wallace, WEEI newscaster. The account is handled by John C. Dowd, Boston.

TRANSCRIBED PROGRAMS

For the Low Budget Account

Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

Send for complete Catalogue
CHARLES MICHELSON
545 FIFTH AVENUE NEW YORK

P & G Serials Renew

PROCTER & GAMBLE Co., Cincinnati, on Jan. 2 renews its four daytime serial programs broadcast on CBS between 1 and 2 p. m. five days each week. Programs, in order of time of broadcast, are *The Goldbergs*, for Oxydol, placed through Blackett - Sample - Hummert, Chicago; *Life Can Be Beautiful*, for Ivory, placed through Compton Adv. Co., New York; *Road of Life*, for Chipso, placed through Pedlar & Ryan, New York; *This Day Is Ours*, for Crisco, placed through Compton.

Dog Food Test

CANINE HEALTH FOOD Co., Los Angeles, manufacturers and distributors of Doggies Dinner, placing direct and using radio for the first time, is sponsoring a weekly quarter-hour transcribed and live talent program on KMTR, Hollywood, in a test campaign. Contract is for 13 weeks, having started Dec. 18. Firm is planning an extensive use of radio as markets open.

Heatter for Wasey

WASEY PRODUCTS Co., New York, on Jan. 2 will start exclusive sponsorship of Gabriel Heatter, news commentator, for two of its products, Kreml hair tonic and Barbasol shaving cream, on WOR, Newark, 9-9:15 p. m. four days a week. Heatter will be heard on Mondays and Thursdays for Kreml, and on Wednesdays and Fridays for Barbasol. Erwin, Wasey & Co., New York, is the agency.

Enna Jettick Plans

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Feb. 18 will start a half-hour musical program to run 13 weeks on WABC, New York, Saturdays, 9:30-10 p. m. Programs will feature D'Artega's orchestra, Jimmy Shields, the 7 G's chorus, and an m. c. who has not been chosen to date. Account is handled by Marschalk & Pratt, New York.

Disc Series to Spread

MINUTE FOODS Ltd., Los Angeles, (Magic Spred Jelly), using radio for the first time and placing through Wm. A. Ingoldsby Co., that city, on Feb. 1 will start a thrice-weekly quarter-hour transcribed program on 35 stations nationally. List is now being completed.

Sponsors Basketball

BASKETBALL games of Northwestern U. will be sponsored by the Chicago Metropolitan Chevrolet Dealers Club on WIND, Gary-Chicago, beginning Jan. 1. Nine home games and six out-of-town Big Ten basketball games will be aired during the season with Russ Hodges at the microphone. Campbell-Ewald Co., Chicago, is agency.

Frito in 11 States

FRITO WEST COAST Co., Los Angeles (salted corn chips), which recently appointed Lawrence Co., that city, to direct its advertising, is planning an extensive radio campaign in 11 western states. Starting date, type of program and stations to be used, were not revealed.

TRANSCRIPTIONS

STANDARD BRANDS, New York, on Dec. 1 assigned Transamerican Broadcasting & Television Corp., New York, to produce the transcriptions for its serial program *Visiting Nurse* for Royal Baking Powder. The quarter-hour program is heard five times weekly on WFAA, WTAG, KPRC and WOAI. McCann-Erickson, New York, is in charge.

PRATHER & SCOTT, newly-formed Hollywood production firm, 1680 N. Vine St., has started to produce a 26-episode, quarter-hour transcribed version of Robert St. Clair's stage mystery drama, *Tiger House*. Arthur Tibbals is writing and supervising production of the radio version being cut by Associated Transcriptions of Hollywood.

FLETCHER WILEY, CBS Hollywood commentator, has formed an independent production unit under name of Fletcher Wiley Productions, with headquarters at Columbia Square, that city. He has recorded several original shows for sponsor consideration.

ARTHUR J. PERRY, who has been active in radio since 1926, on Dec. 18 joined the Viking Radio Productions, New York, as vice-president in charge of production and sales. Mr. Perry was recently connected with the production and engineering departments of McCann-Erickson, New York, and prior to that with NBC.

DAWSON RICHARDSON, formerly president of All-Canada Radio Facilities, Winnipeg, is now head of Inland Broadcasting Service, that city. Firm has taken options on five new transcribed shows now being produced by Mertens & Price, Los Angeles. They are *Radio Kitchen, Leisure House, On Your Toes, Your Family Counselor* and *Let's Dress*. Department of Education, Mormon Church, Salt Lake City, has bought the *Sunday Players Bible Dramas* from Mertens & Price, for distribution to 100 religious schools and seminaries.

TWENTIETH CENTURY Radio Productions, Hollywood, has started a 39 episode quarter-hour dramatic series, *Coast Guard*, written by Willis Parker, produced by J. Donald Wilson and cut by Aerogram Corp.

E. L. WEAVER, formerly with Toronto advertising agencies and connected with early Canadian broadcasting, has joined Associated Broadcasting Co. Ltd., Toronto, as business manager and publicity director. Martin Maxwell, of the same firm, is in Hollywood on a business trip.

JERRY FIELDS, president of Fields Brothers Enterprises, Hollywood production unit, arrived in that city from Baltimore Dec. 20 to confer with his brothers, Leo and Harry. The firm will record six shows yearly, with distribution through Radio Attractions, New York.

IRVING FOGEL, head of Irving Fogel & Associates, Hollywood production unit, is expected to return to his West Coast headquarters the end of January from a three-week New York and Washington trip.

DORSEY OWINGS, formerly with WINS, New York, in charge of publicity, on Dec. 19 joined Radio Attractions, New York, transcription company, to act as sales representative for the New England territory.

STANDARD RADIO has signed the following as new subscribers to its program library service: KTOH, Lihue, Hawaii; WCLS, Joliet, Ill.; KALB, Alexandria, La.; KPLC, Lake Charles, La.; WTRC, Elkhart, Ind.

CHARLES MICHELSON, New York transcription company, announces six new subscribers to the *Speedy-Q* sound effects library: WLW, WWL, WSM, WNBX, WEED, WNEL. The new 1939 *Speedy-Q* sound effects catalogue has just been issued, a 24-page illustrated catalogue listing over 1,000 separate effects.

CHAMPION RECORDING Corp., on Dec. 19 opened new laboratories at 17 W. 60th St., New York, and plans to open a studio-recording office after Feb. 1. Officers of the firm, all of whom were associated with various recording firms in New York, include Joy J. Pierri, president and secretary; Joseph Victoria, vice president, and Omar Champion, treasurer.

WOOD-WEBBER & WOOD, Hollywood production unit, has changed its name to Wood Radio Productions and moved to new offices at 9835 Yucca St., that city. George R. Wood heads the firm.

INITIAL transcription show, *The Shadow of Fu Manchu*, by Radio Attractions, New York, will be released early in January and will be aired by approximately 40 stations in the East, with release in the Chicago area to follow on Feb. 10. A trade showing and preview of the show is scheduled for Jan. 26 at the Drake Hotel, Chicago, similar to the New York function held at the Waldorf-Astoria Dec. 7.

HEADED by John Wolf and Dave Kennedy, veterans in San Francisco radio, the Kennedy-Kut Recordings Co., opened for business in the Chronicle Bldg., San Francisco, Dec. 16. Kennedy served with the NBC as an engineer for nearly 12 years and Wolf has been an artist and producer with the same network for an equal number of years. He will retain his radio affiliation. The company took over the studios constructed by NBC in the Chronicle Bldg., several years.

KRNT-KSO, Des Moines, plans to add Miller tape transmission service shortly after Jan. 1.

Raymond R. Sooy

RAYMOND R. SOOY, superintendent of recording of RCA Mfg. Co., died at his home in Merchantville, N. J., of a heart attack, on Dec. 20. He was 59 and had been with the recording firm since shortly after its formation as the Victor Talking Machine Co. in the early 1900's. In charge of recording most of Victor's symphony, concert and operatic records, Mr. Sooy had as personal friends most of the leading singers and musicians of the day. He kept a diary of each recording session, noting remarks made by the artists and at the time of his death he was engaged in writing his memoirs, based on this diary.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

TSN
OFFERS

POWERFUL
HOME-TOWN INFLUENCE

To Bring Quicker Sales Action

When you use the 23 stations of the Texas State Network, you get plus-value in the influence of each local station in its area. Jobbers and dealers feel that your advertising is more closely keyed to their markets. Listeners react quicker to a message over the home-town station—they know they can buy the product in local stores. TSN offers advertisers this sales-getting influence in 22 of Texas' top-ranking markets.

TSN
TEXAS STATE NETWORK

Affiliated with MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth

Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

New Rep Concern

RADIO ADVERTISING Corp., new representative firm with offices in New York, Chicago and Cleveland, will represent WIP, Philadelphia; WHK-WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown. Offices are: New York, 341 Madison Ave., Murray Hill 4-0212, Henri O. Molley; Cleveland, Terminal Tower Bldg., Prospect 5800, Charles A. Stevens; Chicago, 410 N. Michigan Ave, Superior 0348. Chicago manager has not been named. BROADCASTING was in error Dec. 15 when it stated that Tenney-Woodward & Co., newspaper representatives, would represent WIP. Tenney-Woodward & Co. will continue to represent WTRC, Elkhart, Ind., as it has for the past two years, but has no business connection with the new firm.

First of the Discs

OLDEST commercial broadcast transcription is claimed by Maurie Wetzel, manager of NBC-Chicago transcription service. Early in 1927, Wetzel had the disc made for a real estate firm's program on WCFL. The platter measures 13 inches in diameter, was cut to revolve at 78 rpm.

BUICK MOTOR Co., Flint, Mich., will sponsor the Joe Louis-John Lewis boxing bout Jan. 25 over 157 NBC Red and Blue stations, one of the largest sports hookups on record. Buick sponsored the last heavyweight championship between Louis and Schmeling. Arthur Kudner Inc., New York, is agency.

Reps

ROBERT FLANNAGAN, formerly of World Broadcasting System, Chicago, has joined International Radio Sales, that city, replacing Richard Kopf, resigned. Elizabeth Babb, formerly of H. W. Kastor & Sons Inc., and Irene Swanson, formerly of Auspitz & Lee, have joined the secretarial staff of IRS.

CARLETON COVENY, head of the Los Angeles office of John Blair & Co., has returned to his office following a business trip to New York and Chicago.

HONOLULU BROADCASTING Co. Ltd., operating KGMB, Honolulu, and KHBC, Hilo, announces that it has appointed John Blair & Co. as national representatives effective Jan. 1.

WGAN, Portland, Maine, has appointed the Paul H. Raymer Co. as national representatives.

WILLIAM G. RAMBEAU Co., station representatives, announces exclusive representation of KQV and WJAS, Pittsburgh.

WSAR, Fall River, Mass., has named Joseph Hershey McGillvra exclusive national sales representative, effective Dec. 21.

KMMJ, Clay Center, Neb., shortly to be moved to Grand Island, Neb., under FCC authority, has named Howard Wilson & Co. as its national representative.

FRANK W. MILLER, president and treasurer of the Kelly-Smith Co., newspaper and radio representatives, has purchased the entire stock of the company from the estate and heirs of the late C. F. Kelly, and plans to distribute it among members of the organization on an employe ownership basis. On Jan. 15, the organization will move to larger offices on another floor of the Graybar Bldg., New York.

Boost Big Packages

RADIO broadcasts, in addition to newspaper and magazine advertising, will be extensively used by manufacturers participating with more than 3,000 chain drug stores in a nationwide campaign promoting large-size packages, according to *Chain Store Age*, which is sponsoring the event with the manufacturers for ten days, starting March 10. Individual drives put on by a number of drug chains to familiarize the public with the savings possible through purchase of larger packages were so successful last year that this cooperative compaign was planned, although no further details are available as yet.

WNEW, New York, presents debutantes as amateur commentators on the social life of New York City in a new series, *Debutante Gossip*, directed by Mrs. Sumner Taylor.

WLS, KOY Name Blair; Staff Changes Announced

WLS, Chicago, and KOY, Phoenix, Ariz., its sister station, both operated by the *Prairie Farmer* interests, have announced that John Blair & Co. will take over their exclusive representation on Jan. 1. In addition, Glenn Snyder, manager of WLS, announced the following staff changes:

Harriet Hester, WLS educational director, has been named conductor of the daily afternoon *Homemakers Hour*, replacing Anne Hart, resigned. Don Kelly, WLS sports announcer, has been named director of sales promotion and special events replacing John Gillis, resigned. Don Finlayson, formerly of Central States Broadcasting System, has joined WLS as Kelly's assistant. Margaret Joslyn, formerly of Howard Mayer Co., Chicago, has been named publicity director of WLS.

Likes Long Plugs

CONTRADICTING all the positive declarations that lengthy commercials serve only to drive listeners to distraction and away from the advertiser's program and product, M. J. Kleinfield, radio director of Franklin Bruck Adv. Corp. says that tests made over a period of years have satisfied him that a long announcement will sell more goods than a short one. Announcements for a variety of products, advertised on a variety of programs and under a variety of conditions, were tested in mail order fashion by offering free booklets to listeners requesting them. Three times a week is the best broadcasting schedule from a strictly cost-per-inquiry basis, according to Mr. Kleinfield, who says the ratio of costs to sales increases rapidly for each broadcast added within the week.

CBS Remodeling

EXTENSIVE remodeling of the CBS Building at 52d St. and Madison Ave., New York, in preparation for the influx of World's Fair visitors next summer, will get under way early in January. No details of the alterations have been announced by CBS, but it is understood that the space rented to stores on the first floor of the building will be greatly curtailed to permit enlarging the lobby and adding a reception room. Installation of new elevators is also under consideration.

Our Mail Comes From 400 Towns!

Syracuse is a thriving industrial center with money to spend. It would be easy to build programs solely for this urban market. However, WSYR feels its obligation to *all* the folks who live within the sound of its voice.

Our R.F.D. mail indicates that our program structure should be universal in its appeal to a well-diversified audience: To farmers, as well as industrial workers, white collar groups and executives. Our loyalty cannot be to one group nor to one community.

So, for a number of years, we've been serving all groups to the best of our abilities. The cream of Red and Blue NBC programs and the best of local cultural and entertainment features form the bulk of our daily broadcasts.

Dramatic proof of WSYR's program balance rests with the interesting letters (and advertisers' results) from over 400 cities and communities in the heart of the Empire State.

570 kc.

WSYR SYRACUSE

WBAL means business in Baltimore

Agencies

KENYON & ECKHARDT Ltd., affiliated with Kenyon & Eckhardt, New York, recently opened offices in the Sun Life Bldg., Montreal, under the management of Dexter Schnebly. No radio will be handled by the Montreal office directly as none of the accounts served by the office are using Canadian radio at present. Accounts include Axton-Fisher Tobacco Co. for Spud cigarettes; Quaker State Oil Refining Co.; Kellogg Co. for All-Bran; Knox Gelatine Co.; Black Cat and Craven A. cigarettes.

WILSON COATES, formerly with the Judson Radio Program Corp., has become an account executive for Hansen-Williams Adv. Agency, New York, which was formed on Nov. 1 by K. K. Hansen and Ned Williams to handle general and radio accounts.

DOROTHY DUNCAN, radio copywriter for Compton Adv., New York, on Dec. 22 married George C. Zeller, member of the advertising department of *Cosmopolitan* magazine.

HARRY K. RICHARDSON has resigned from the radio department of H. W. Kastor & Sons Adv. Co., Chicago, and has not announced future plans.

W. S. and A. J. TOWNSEND, inventors of the Townsend system of evaluating advertising, have resigned from the Townsend Advertising Research Institute to join Calkins & Holden, New York, as active partners.

ROS METZGER, radio director of Ruthrauff & Ryan, Chicago, was honored Christmas evening on NBC during the *Fitch Bandwagon* program when Herbie Kay played and Dorothy Lamour sang "Rhythm Step", a song composed by Metzger.

LEE-STOCKMAN Inc. has been formed to continue the business of the A. M. Stockman Adv. Agency, founded in 1914 by the late A. M. Stockman, at 30 Vesey St., New York. Personnel and policies will continue as before, with W. Arthur Lee as president and Lyman A. Stockman as vice president, secretary and production manager. All the Stockman accounts will be handled as before.

BLAYNE BUTCHER, of Lennen & Mitchell, New York, agency for the Jergens-Woodbury Sales Corp., Cincinnati, left Dec. 14 for Miami to handle Walter Winchell's Sunday night broadcasts during the columnist's stay there.

WILL ROGERS PARKER recently resigned from Erwin Wasey & Co., San Francisco, to become advertising director of Metropolitan Oakland.

JUDSON HUBBART recently joined Milne & Co., Seattle.

ROBERT McKEE has joined R. H. Alber Co., Los Angeles, as account executive. He was formerly with KGFJ, that city, as salesman.

FREDERICK G. STOREY, account executive of Grove-Kenn Inc., Atlanta, has been elected president of the Atlanta Advertising Club for 1939, succeeding R. H. Rich, department store executive.

DONALD H. CRANDAL, formerly in radio production work in Ohio and Canada, has been named radio production director of the recently reorganized radio division of H. Charles Sieck Inc., Los Angeles agency.

PRESBA, FELLERS & PRESBA, Chicago, has moved to larger quarters at 360 N. Michigan Ave. New room number is 1711.

J. WALTER THOMPSON Co. has combined the Los Angeles general offices with its Hollywood radio department and moved to 1549 N. Vine St., in the latter city. Dan Danker is manager and vice-president in charge.

HUGO VOGEL, radio director of Beaumont & Hohman, Chicago, has been named a vice-president.

Public Reaction to Radio Shown on Cotterill Disc

NORTON COTTERILL, vice-president of World Broadcasting System and head of the WBS sales division, demonstrated the use of transcriptions in radio advertising during a recent lecture before the advertising class of Maplewood Adult School, at Maplewood, N. J. About 85 adults enrolled in the regular evening advertising and selling group of the School heard Mr. Cotterill's explanation of transcriptions' place in the radio field and listened to recordings.

To supply a cross-section of what the public thinks of radio, Mr. Cotterill presented a transcribed inquiring reporter interview with average citizens, including actors, advertising men and station owners. Drawing upon the likes and dislikes brought out in the interviews, he proceeded to build a radio compaign which would appeal to this cross-section of listeners. Another transcription took the class into a business office where advertiser-agency executives actually developed a radio campaign.

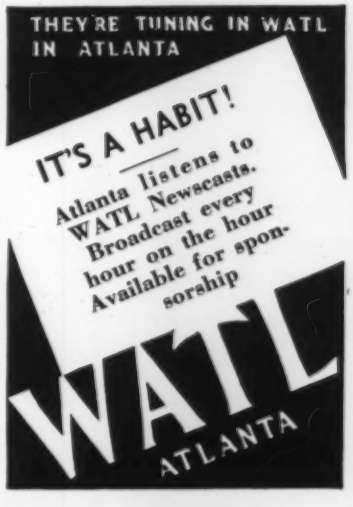
D. C. Program Survey

LISTENERS in Washington, D. C., prefer popular music and variety programs, according to a survey covering 3,000 house-to-house interviews. Hillbilly programs also are popular in the nation's capital, according to the survey, which was conducted by three George Washington U. students to gather material for a thesis. The city showed program preference in this proportion: Popular music and variety, 35%; concert or light classics, 26%; news, 22%; drama, 17%. In the upper income adult group, 40% favored concert and light classics, and news ranked second with 26%. Less swing and jazz was requested by 46% but in the age group under 25 years, the percentage was 2 to 1 in favor of jitterbug fodder.

Richfield on WOR

RICHFIELD OIL Corp. of New York, on Jan. 15 will start sponsorship of Frank Singiser's Transradio news program on WOR, Newark, Sundays, 12:45-1 p. m. Account is handled by Sherman K. Ellis, New York.

BEN SLATER, commentator and actor at WTMJ, Milwaukee, also an attorney, has been elected to the Wisconsin Legislature as a Republican.


THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL
ATLANTA

FULL PRODUCTION SERVICE

For Any Type of Radio Show

Texas State Network offers advertisers and their agencies complete production facilities for any kind of show—small or large musical, newscasts, sports reviews and events, women's features and dramatic serials. A few current network sustaining shows are open for sponsorship, or TSN can originate a program for you—a program tailor-made-for-Texas. Transcriptions can be put over the entire network from one recording. Full production data on request.

TSN
TEXAS STATE NETWORK

Affiliated with MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth

Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

TWO MORE APPEALS FILED WITH COURT

TWO NEW appeals from FCC decisions have been filed with the Court of Appeals for the District of Columbia during the past fortnight.

KMLB, Monroe, La., on Dec. 17 appealed from the Commission decision of last August denying its application for a change in assignment from 1200 kc. with 100 watts night and 250 watts day to 620 kc. with 500 watts unlimited time. It held that the Commission erred in rejecting the testimony of the station's engineer based upon measurements as to interference and in accepting testimony of the Commission's engineer regarding interference as well as in holding there was no existing need for the facilities requested.

El Paso Broadcasting Co., applying for a new regional station on 940 kc., on Dec. 12 appealed from the Commission decision July 26 denying it those facilities. A petition for rehearing also had been denied. It was argued the Commission erred in finding interference of existing stations to the proposed station, in finding a lack of need for the proposed station and in finding that the applicant company was controlled through the ownership of stock by the same individual (Dorrance D. Roderick, El Paso publisher), who had recently been granted a construction permit for a new local station in El Paso.

Notices of intention to intervene in the litigation were filed in behalf of WDAY, Fargo, WAVE, Louisville, KOIN, Portland, Ore., WCSH, Portland, Me., all on 940 kc.

WCSC

1000 Watts 1360 K.C.

at work

Ed Bunker and Roland Weeks, Commercial Manager, preparing a campaign.

Charleston, S. C.

is

A market worth taking off your coat to work in.

For Radio in Charleston, S. C.

It's WCSC

NBC Nears End of Hearing

(Continued from page 31)

exercised in the selection of personnel and the difficulty in procuring bi-linguists was stressed by Mr. Mason. A veritable "Tower of Babel" occurs when news broadcasts are transmitted in six different languages, he declared, and a highly complicated traffic distribution system has been developed to avoid error. He said permission is given freely to stations in Latin America and in other countries to rebroadcast the NBC international programs.

Mr. Mason painted a picture of the audience mail section of the international department. Many communications are received of a highly personal nature. All are acknowledged. Inquiries are received about lost relatives and personal situations, he said, and NBC tries to be helpful.

He said every effort is made to procure American personnel though in some instances that has not been found possible. Because "news is the backbone of international broadcasting", it is desirable to get linguists with a definite international background and knowledge of news reporting. He said the personnel problem was probably the most difficult of any in international broadcasting. International programs from European nations are closely checked, he said, and he expressed surprise over the number of "mistakes" made by German, French, Italian and other broadcasters in attempting to comment in English. He said that unquestionably similar errors are made by American announcers who broadcast in foreign languages.

American Programs Are Most Frequent

Briefly identifying each of a series of 24 exhibits, Mr. Mason sketched the personnel and work of NBC's international broadcasting organization. The highlight of his testimony was his comment that despite popular ideas to the contrary, the United States has in the past and is at present doing more shortwave broadcasting to Latin America than are European countries. Pointing out that NBC's shortwave programs are carrying only five hours of programs in English during a 16-hour broadcast day, with the remaining hours in the language of the listener's country, and that NBC's foreign broadcasts present a solid hour of a single language, rather than mixing them intermittently, as in European programs, he called this an important factor in building up a listening audience.

Interpreting a program analysis for November, Mr. Mason observed that of 1,362 programs carried by the NBC international division, 1,013 or 74.4% were originated by the division, and only 349 or 25.6% were picked up from NBC networks. This special program service is another factor in building up listener interest, he said.

Responding to Mr. Hennessey's allusion to earlier testimony of John F. Royal, NBC vice-president in charge of programs, that recordings are not used on network broadcasts, Mr. Mason declared this could not hold for international broadcasting and that transcriptions are often used. "Hitler doesn't stay up until 4 o'clock in the morning just to be sure he'll be heard in America conveniently," he commented, emphasizing the necessity of adapting program-listening times to the convenience of listeners.

International broadcasting is "intimate broadcasting", he continued, and to build up a listening audience NBC follows the American idea of presenting a particular program at a regular time. As to the reason for minimizing English-language programs in favor of Spanish or Portuguese or German features, Mr. Mason cited the case of Brazil, where there are only 3,000 Americans among 43,000,000 persons in the country.

"Our broadcasts to Brazil are broadcast to Brazilians," he said. "We expect that the 3,000 Americans in Brazil will remain good citizens" even if they don't get all the American programs they would like. On the other hand, he continued, England, Germany and Italy, acting in the interests of national solidarity and economics, emphasize the home language in their broadcasts.

Types of Programs For Typical Month

Another of his program analyses showed that during November 26% of the programs and 19.9% of the transmission time of the international division went for news reports shortwaved to Latin America and Europe. This included programs in English, Spanish, Portuguese, French, German and Italian.

To illustrate the type of programs used, Mr. Mason described a transcontinental trip of four NBC announcers and engineers, during which they have visited factories, dams and people to work up programs on American life and industry. Their visits are recorded on the spot and later shortwaved to foreign listeners. The announcers record their descriptions in both Spanish and Portuguese, so the same program may be presented to listeners in countries where these languages are dominant. The same thing is done by a number of foreign countries, he added, particularly Great Britain and Germany.

Program logs, issued six weeks in advance of broadcasts, are published in English, Spanish and Portuguese, he explained, and distributed to schools, radio stations, newspapers and listeners in foreign countires. The Portuguese editions are sent primarily to Brazil and Portuguese East Africa, with the Spanish editions going to Latin America, he added. This does not insure publicity for the programs, however, and the best promotion lies in presenting programs that will build up listening habits in the foreign countries, he observed.

Rebroadcasts Allowed In Foreign Countries

From a series of program logs for shortwave stations in the United States, Germany, Italy, Japan, England, France and Holland, he drew a group of comparative daily language patterns which showed the United States programs far ahead of those of the other countries in presenting material to foreign listeners in their own languages. The exhibit showed that NBC's weekly programs totaled 63 hours, including 42 hours in Spanish, 14 in Portuguese and only 7 in English. Germany, he cited, broadcast a total of only 56 hours during the week, of which 5¼ hours were in Spanish, 5¼ in Portuguese, 12¼ in Spanish-German combined, 3½ hours in Spanish-Portuguese-German and 29¾ hours in German.

In connection with this exhibit, Mr. Mason stated that NBC will be broadcasting about 112 hours a week, instead of the present 63, as soon as its two new shortwave transmitters are completed. It is planned to add 7 hours to the daily program service in January, 1939, in English, Italian, German and French, he explained.

Analyzing mail response to NBC programs, Mr. Mason pointed to 5,012 letters received during September, October and November, 1938, of which 790 came from Brazil, 666 from France, 502 from Germany, 268 from the United States, 263 from England and 190 from Italy. Germany's third place position in the standings he interpreted as belying the common belief that German people can not and do not listen to programs outside their own country. One of his exhibits was a collection of letters from foreign listeners commenting on NBC's shortwave programs.

Queried by Judge Sykes on the rebroadcasting of NBC shortwaved programs, Mr. Mason said this was done, but that the extent could not yet be determined. "We permit any foreign country to rebroadcast our programs," he said, but added that in some cases a particular station is exclusively authorized to do so. He cited the case of Radio Splendide in Buenos

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

Aires, which carries seven days a week a three-minute news program from NBC, along with similar programs from Germany, Italy and France.

The international division's budget is set at $10,000 per month for program expenditures and $3,500 for technical engineering, Mr. Mason said, but added that this does not indicate "out of pocket" expense, since the division is assisted by personnel and services from other NBC departments. He said the division had no income and none was expected because it was not thought feasible "even to contemplate" commercializing short-wave broadcasting at this time.

Cross-examined by Mr. Porter, Mr. Mason estimated the monthly administrative salary list of the division at $2,825, another $1,603 for the Spanish service, and $787.50 for the Portuguese service. The total cost of the division and its activities to NBC he set at from $165,000 to $175,000 a year, exclusive of services from other departments. Before he left the stand, Mr. Porter requested a more accurate estimate of the cost to NBC, after Mr. Mason had explained that he could "no more than guess" the cost if the international division were set up as an entirely separate organization, as for engineering as well as programming. He commented that it would be impossible to maintain the present service if the short-wave division were "plucked" and forced to operate as a completely separated unit.

Dollar Volume of Industry Shown by Witmer

Roy C. Witmer, NBC vice-president in charge of sales, opened testimony Dec. 16 on sales operations, using a series of exhibits covering network business versus spot, contractual relationships with agencies and advertisers, and similar data. Describing the sales department as the "life line" of the network's operation, Mr. Witmer said he had been with NBC since 1927 and had served as vice-president since 1932. He is in charge of all sales policies, practices and operations.

His first exhibit was one showing total major media advertising in the United States from 1900 to 1937 and radio time sales from 1927 to 1937, based on statistics gathered from numerous sources including the 1938 BROADCASTING *Yearbook*. Virtually all of his exhibits dealing with industry business were based on NAB, Publishers Information Bureau and BROADCASTING *Yearbook* compilations. The initial exhibit showed that the five major media in 1937 had a grand total of $944,200,000 in gross dollar volume. Of this amount, radio in all its aspects represented 15%, or $141,200,000 in 1937, as against 12.4% in 1936. The five major media were described as newspapers, magazines, farm periodicals, outdoor and radio.

ON SIDELINES at the FCC network inquiry with NBC Sales Vice-President Roy C. Witmer testifying, were J. V. McConnell (left), assistant to Mr. Witmer, and Ken R. Dyke, eastern sales manager of NBC and former advertising director of Colgate-Palmolive-Peet.

In the national advertising field only, the estimated dollar volume of radio, including network and national spot, totaled $103,200,000, or 20.3% of the aggregate expenditures for the five major media in the field.

Another exhibit dealt with a comparison of NBC network gross time sales with total radio gross time sales, disclosing that NBC did a business of $38,651,000 for 1937. A graph dealing with gross time sales of NBC networks and operated or programmed stations on a percentage basis in contrast with U. S. gross radio time sales, showed the figure amounted to some 28% for 1937 and had gradually dropped since 1933 despite increased NBC business. Mr. Witmer explained this grew out of the fact there has been a gradual decline in the percentage of total business done by NBC while percentage-wise, other entities in radio have increased. "In other words," he said, "while NBC time sales have increased the overall net sales of radio have increased at a greater pace."

Comparison of NBC With Other Groups

In 1937, NBC networks and operated or programmed stations were responsible for 27.4% of the total business, with other networks including regionals, responsible for 22.3%. National spot on NBC amounted to 2.2% for its programmed and operated stations as against 21.2% for other stations. In the local business field, NBC owned, operated and programmed stations did .8% of the business with others doing 26.1%.

Overall advertising expenditures in the United States for 1937 amounted to $1,768,000,000 or nearly twice that shown for the five major media. These additional media include car cards, direct mail, mail order house catalogs and various other types of promotion designed to stimulate buying.

Asked by Mr. Hennessey to define the manner in which NBC solicitations were made, Mr. Witmer said the network deals both with the advertiser and the advertising agency but that the degree of contacting them varies greatly, depending largely upon the relationship between the advertiser and his agency. While NBC salesmen seek to contact both, he said it also desires to maintain a close contact with the advertiser because he may change the agency at any time.

Mr. Witmer explained that when NBC went into business in 1926, agencies were well established. However, they were "not too enthused about something new" like radio, he said, and the selling effort had to be directed largely toward the advertisers. As time went on, agencies "began to see the advantages of radio," he said, and now have become enthusiastic supporters by and large. He said they have contributed greatly to devel-

Pardner,

Our business in 1939 will be worth having!

ASK FOR IT and GET IT thru

KTSM

El Paso's the heart of a vast empire, rich in cattle, mines, fertile farm lands, thriving industries and progressive, able-to-buy people. The nation's 104th retail market, with its responsive 22,057 radio families, deserves a place in your advertising budget. It can be most easily, thoroughly and inexpensively sold thru El Paso's only radio station — friendly, productive KTSM.

NBC Red and Blue Networks
Craig & Hollingbery, Nat. Reps.

KTSM
EL PASO, TEXAS

We'd Like to Put You

On The Spot!

It's a pleasant sensation, really. We've put hundreds **"on the spot"** and they've thanked us for it.

Now perhaps you would like **"a spot"** between NBC programs. We call that a **"chain break"** and evidence shows it gets results. In fact any spot announcement, a time signal, or program resume spot is worthy of your attention.

A "spot" ad on WSPD is inexpensive and tremendously effective. Let us put you "on the spot." You'll like it.

Represented Nationally by
JOHN BLAIR & CO.

An NBC Blue Basic Outlet

WSPD
Toledo, Ohio

"HELLO, LOUIS J. NELSON"
(Wade Adv. Agency, Chicago)

Did You say MARKET?

Look at this: 692,000 population in all of South Dakota—605,646 in PEORIA AREA . . . a rich, concentrated market all within 60 miles of Peoria. You cover it thoroughly with just one station — WMBD. That's making radio dollars work!

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

opment of broadcasting as an advertising medium and are "very helpful allies".

Mr. Witmer brought out that in contrast to the earlier days of network broadcasting, agencies today build the majority of the programs and maintain their own elaborate radio departments in a number of cases. They maintain their own production and programming staffs and even announcers, he said.

Time Not Sold On a Brokerage Basis

NBC never has sold time on a brokerage basis, although it experimented on one occasion in the sale of a block of time to be broken down into quarter-hour periods. This experiment did not work, he said, and with that one exception no contracts ever have been made for the same time "with two advertisers either directly or indirectly."

The standard form of contract used by NBC was covered paragraph by paragraph. Mr. Witmer emphasized clauses which authorize cancellation of programs for important events either by the network or locally.

He explained that NBC now does not enter a contract for less than 13 weeks because experience has shown that a minimum span is not only desirable but necessary because of fixed operating overhead. This grew out of the experience gained in the 1932-1933 depression, he said. Moreover, he declared, a new advertiser is not likely to feel the results of his radio campaign unless he gives it at least a 13-week trial. That is the general view, he declared, though some advertisers get a "real lift" out of one program while others may require 26 weeks. No contracts are entered beyond a 52-week period, he declared, because of the desire to keep the operation flexible and because of the frequent changes in the radio art.

Copyright provisions under which NBC guarantees clearance of musical compositions but which reciprocally require the agency or advertiser to supply the entire program schedule well in advance of its performance, were described by Mr. Witmer.

Under recently instituted labor contracts, NBC must charge for all announcers on commercial programs. Formerly there were no charges, he said, provided the account would accept the announcer assigned to the particular program but even before the labor ruling, many of the advertisers hired their own announcers.

Special clauses in contracts covering discounts and rebates also were defined.

Discount for 52-Week Accounts Is Beneficial

The manner in which NBC devised its system of discounts was outlined by Mr. Witmer. He pointed out that the special 10% discount inaugurated in 1935 for 52-week advertisers was designed to override the summer slump by keeping accounts on the air throughout the year. Before this decision was reached, there was talk about establishing summer and winter rates. The result, he said, had been more advertisers, more good programs, more sets, notably automobile and portables, and an all-around satisfactory reaction both in the industry and among clients. Talent rebate clauses, clauses made necessary by virtue of the Union agreements with the American Federation of Radio Artists, and similar contractual provisions made necessary because of the complications incident to program presentation, were all explained in detail by the witness.

Referring to earlier testimony in which he had stated that no contracts were entered for less than 13 weeks, Mr. Witmer recalled that there are certain exceptions for special events, such as World Series games, prize fights, music festivals, Metropolitan Opera, and other program material which by its very nature is not recurring. Placed in the record was an exhibit showing NBC advertisers on the air as of Oct. 1, 1938. They totaled 139 separate accounts placing 166 different program series.

"Cut-in" announcements came in for discussion, when Mr. Witmer explained the "cause had always existed" but that until recently the network was unable to furnish the facilities. Under existing practice, he said, products different from the main merchandise advertised in the program may be mentioned locally or sectionally as against the orthodox practice of mentioning them nationally. These announcements, which may be made either locally or at NBC division points like Chicago, Los Angeles, or other major centers, are in lieu of the general network announcement, he said. It does not mean that additional announcements are made as a rule, he said, but simply permits flexibility wherein advertisers may mention products other than those for which the network itself was contracted.

Referring to Mr. Hedge's previous testimony regarding acceptance of new station affiliations, Mr. Witmer said he was consulted by the Station Relations Department on the "salability" of such stations. He agreed with Judge Sykes that after a community acquires a network outlet, the improved broadcasting service necessarily will be followed by sale of receiving sets and that it was "sound logic" to proceed on that basis. The network always endeavors to build up new affiliate stations, he declared.

Continuous Contract as Summer Slump Remedy

Mr. Witmer was still on the stand when the sixth week of the hearings opened, with Vice-Chairman Brown and Commissioners Sykes and Walker sitting. He continued his review of network policies on commercial programs and covered in detail availability of facilities, station and network time periods, repeat programs, auditions, courtesy announcements, facilities, contracts, time options, agency recognition, rates and discounts, and unacceptable accounts. Interdepartmental memoranda relating to sales policies which are kept current, in keeping with changed situations, likewise were described.

In discussing facilities contracts, Mr. Witmer emphasized the paragraph dealing with continuous schedules, which has been used successfully in overcoming the summer slump. It provides that if a current advertiser fails to renew his contract 30 days or more before the last program but instead orders the same period for re-starting 90 days or less thereafter but with a lapse of one program or more, the order is not acceptable until after all other current advertisers using at least the same number of stations and wishing such a period have been offered it for starting not more than 30 days after it becomes available and for not less than 13 weeks. Thus, he explained, if an advertiser fails to renew for the summer, he loses his preferred position.

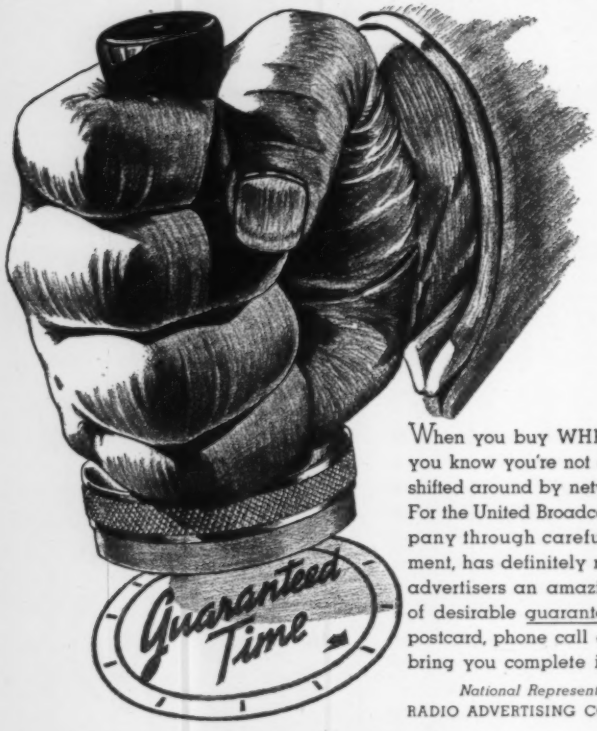
Dealing with agency recognition, Mr. Witmer said NBC has definite standards under which it avoids recognition of organizations which simply build programs but do not merchandise them and otherwise perform in the manner required of an agency. NBC, he said, contacts some 50 agencies on current accounts and perhaps another 50 on prospective new business. All told, he declared, NBC contacts about 100 agencies and some 75 are on its recognized list.

At this juncture, Mr. Hennessey brought out that paragraph 19 of

All-Night Hookup

WHN, New York, on Dec. 26 joined WNEW and WEVD, New York in the broadcasting of an all-night program of dance music from 1 to 4 a. m. WHN's program, heard nightly, and sponsored by I. J. Fox, New York furriers, is titled *All-Night Party* and is handled by Ray Saunders. Account was placed by Lew Kashuk Agency, New York.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.
National Representatives:
RADIO ADVERTISING CORPORATION
WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

the Commission's notice of hearing for the inquiry deals with network relations with advertising agencies. He said he was under the impression that the Commission sought to ascertain whether there was agency ownership in networks or the reverse, and since that did not exist he was at a loss to know what to offer in the way of evidence. He pointed out that Mr. Witmer was the official who could best answer questions dealing with agency relations and as a consequence he felt Commission counsel could develop any ideas it may have under cross-examination.

Unacceptable Accounts Listed by Mr. Witmer

NBC sales policies dealing with unacceptable accounts, listing 14 specific items, next were covered by Mr. Witmer. These cover cathartics, including foods or beverages when advertised as cathartics; medical products; personal hygiene products, including body deodorants; mouth washes or so-called antiseptics advertised to overcome or prevent bad breath; reducing agents; products purporting to restore natural color to hair, including eyelash or eyebrow dyes; hair restoratives; depilatories; products intended to remove wrinkles; all forms of fortune telling; investment service which promotes purchase of specific stocks or bonds, including real estate; cemeteries, memorial parks, as well as morticians, caskets and the like; hard liquor, including champagnes and heavy wines, and physicians, whether medical, osteopathic, chiropractic, etc., and dentists.

"Whenever we are in doubt, we reject," Mr. Witmer said in reply to a question by Mr. Hennessey. He said no difficulty is encountered in determining whether a product is border-line, because it has been concluded that when any uncertainty arises, "the safest thing to do is to keep it off."

Regarding the mouth wash item, Mr. Witmer said in reply to Judge Sykes that the ruling has been in force for three years and he agreed that the type of continuity formerly used in the Pepsodent *Amos 'n' Andy* series was in "bad taste".

Mr. Witmer said the 14 accounts listed as unacceptable represent "a great deal of potential increase in business" and also the rejection of many very fine programs.

Mr. Witmer described a number of separate memoranda to the sales department of the network dealing with specific accounts. One, dated Dec. 5, 1933, banned cathartic accounts. Another, dated Sept. 27, 1936, covered prize contests and defined the procedure to be followed in submitting contest offers. Another related to immovable sustaining programs, still another to delivery of continuities in advance at least by noon of the day preceding the broadcast. Another banned wine business but held beer accounts acceptable, another governing testimonials by announcers and one dealing with horse races.

OLDTIMERS are Operators Sarnoff and Appleby, here shown in a photograph resurrected from ancient files and taken while they were wireless men at the old Wanamaker stations WHI and WHE, respectively. They were on a Coney Island jaunt when this picture was taken way back when.

Prize Contests Handled by Agencies

Commenting on the exhibit outlining network sales policies, Mr. Witmer declared that it was representative of the "continuing process" through which NBC sales policies are developed.

"The results an advertiser gets from radio go pretty much hand in hand with good public service," he pointed out. "Anything out of good taste will not be of good public service and will not benefit the advertiser. The whole thing is almost automatic. It is good business to hold to this policy."

Citing cathartic accounts, Mr. Witmer said the policy on cathartic advertising, prepared and written by the sales department, was based on the belief that in the long run such programs lessened the quality of the service and thus the value of the service.

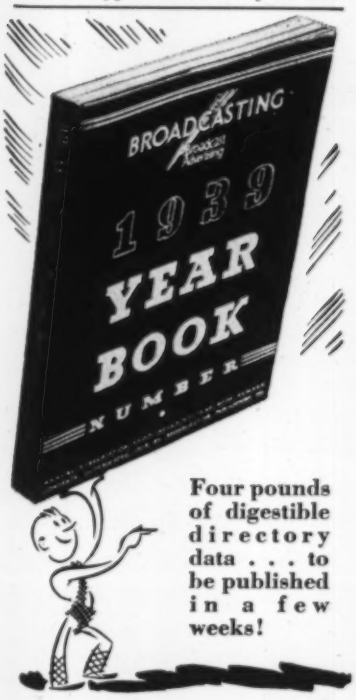
Prize contests were first viewed with misgiving by NBC, he said, because great quantities of "fan mail" were foreseen and the organization was not equipped to handle it. Later advertising agencies equipped themselves to handle this large mail influx and NBC consented to carry prize contest programs, with the understanding that the agencies or the advertisers themselves would handle the mailed entries, which he pointed out sometimes climbed to the million mark.

Very few letters of complaint are received by NBC, he said, only three or four in the past year, and these were turned over to the advertiser for replies. The advertiser, he added, is interested in creating no ill will, and will do all he can to satisfy the contestant's complaint.

Generally speaking, prize contests are used "at least as extensively" in newspapers and magazines as they are in radio, he commented. NBC itself has held several educational prize contests "from time to time", and handled contest details itself, he said.

Testifying briefly on the NBC policy regarding the length of commercial announcements, Mr. Witmer said the network had no written policies in this regard. "A lot of us feel that a commercial announcement is as long as it is uninteresting, that it can be long but still very interesting," he commented, emphasizing the importance of "listener interest" in judging an announcement. Some observers believe that setting an arbitrary limit on the duration of commercials amounts to an invitation to use the maximum time, he added.

He cited a 10 to 12-minute commercial announcement by Floyd



Four pounds of digestible directory data . . . to be published in a few weeks!

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

WE-UNS DON'T KIVER WILD DOG (Ky.)!

Folks in Wild Dog (Ky.) don't listen to WAVE—they probly caint git us! But listeners in the Louisville area DO get WAVE—and they do more *buying* than all the other folks in Kentucky, *combined!* . . . Our pitcher book tells the story. Won't you write for it?

An N. B. C. Outlet

National Representatives

FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

KGW KEX Sell PIANOS

IN THE RICH OREGON MARKET

says Warren Erwin . . .
Portland's Music Crusader

"Nine years ago we felt we had the right 'hunch' for Collins & Erwin to sell more pianos when we started using KGW. Now we KNOW we were right! Our steadily increasing sales in a line that is competitive and spotty, plus the fact that we have just renewed our contract exclusively with KGW-KEX for the ninth consecutive year, is the best evidence we know that your stations get results. Thank you, again for the splendid cooperation of your entire personnel."

W. H. Erwin

Collins & Erwin Piano Company

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC Red

RADIO STATIONS OF THE OREGONIAN

PORTLAND · OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC Blue

Representatives — EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco, Los Angeles

Do you know French Canada's Listener Preference?
in America!
●
Unbiased Radio Surveys That Tell The Truth
●
Write for details
ADVERTISING RESEARCH BUREAU
1425 Dorchester St. West
Montreal, Quebec.

Gibbons during a General Electric program some time ago which he termed "not objectionable" because "it was intensely interesting". Answering queries by Judge Sykes directed at determining the time-length of announcements, he cited the commercials carried in programs like that of the Sun Oil Co. in which listeners are told on Friday that if they wish to attend church the coming Sunday, and if they are traveling and do not know the location of their church, they can get this information at a Sun Oil station; or the Carnation Co.'s "Wait 'Til the Cows Come Home" theme song, or the *Jack Benny* Jello program, with commercials woven all through the action. Pointing to such announcements, he explained that it was difficult to determine the exact amount of time given to commercialism on the programs.

Radio's Part

RADIO crusades again—this time in the nationwide effort to stamp out infantile paralysis. E. Frederica Millet, radio director of the Committee for the Celebration of the President's Birthday, which will be celebrated with benefit dances throughout the country Jan. 30, reports that broadcasting stations are cooperating splendidly in bringing news of the campaign to the communities organizing in this year's drive for funds.

To another question by Judge Sykes, on the amount of "puffing" allowable, Mr. Witmer said that NBC "from time to time" cuts down commercials and "we are all the time holding down extravagant claims. But also advertisers are learning they don't get results from extravagant claims."

Price is one factor interesting to listeners that is not generally heard on present-day programs, he pointed out. Regarding the difference between an institutional and a direct-selling program, he explained that to his mind mention of the name of the product was the first step in direct selling and away from institutional advertising.

Cut-in announcements focused on a particular region during a regular network program can last only as long as the regular network announcement, and both must be closely syncronized, he explained to Judge Sykes, and station-break announcements must last no longer than the 20-second pause for station identification during the network show. It is the NBC policy to carry no station-break announcements during a network show on its owned and operated stations.

Comparing the space-ratio of advertising in magazines, newspapers and radio, Mr. Witmer estimated that with both magazines and newspapers running about 40% advertising and 60% editorial content, radio "space" amounted to about 34.5% for advertising and 65.5% for program-editorial content.

On the NBC networks, 4.1% of the over-all program day, including both sustaining and commercial times, goes for commercial announcements, he said. This amounts to 13% of the commercial program time on the networks. He estimated that "extreme length" of commercials "might be as much as" 25% and ranged downward to about 2%. The long commercials appear primarily during daytime programs directed to the woman in her home, he commented.

Discussing another program schedule exhibit, Mr. Witmer pointed out that NBC has three classifications for sustaining programs: No. 1, which cannot be moved from its spot and its time sold, No. 2, which can be sold if a new spot is provided, and No. 3, which can be moved and even cancelled if no other spot is available.

Keeping a Balance Between Red and Blue

Mr. Witmer emphasized that network selling differs from that of other media. Such factors as the limitation of hours in the day; division of time between station and network; restriction of potential customers to the largest advertisers; diversification of programming; placement of products at specified hours and the public service factor which is not present in other media, all tend to complicate the sales problem, he said.

He continued that NBC sells its networks competitively and that it seeks to maintain a balance between the Red and the Blue. Programs appearing "opposite" the proposed new feature, he said, are always taken into account since every effort must be made to assure the advertiser of good results. It is good public service as well as good advertiser service not to have the same types of program competing on the nation-wide networks, he declared.

There is no essential conflict in the development and sale of the two competitive NBC networks, Mr. Witmer asserted, adding that strenuous efforts are made to sell the Blue. Literally dozens of angles are followed, he said, through the seperate Blue sales force to sell the network's facilities. Selling the Red against the Blue is pretty much the same as selling against CBS and MBS, he declared.

Facilities of the Blue Network, Mr. Witmer asserted, are not quite the equivalent of the Red insofar as coverage and circulation are concerned and that represents the major reason for the difference in business handled, he asserted. The Red Network has more desirable stations in several of the major markets and as a consequence, the big advertisers appear to prefer it.

Division of Sustaining And Commercial Time

Slightly different policies obtain on the Blue, in the effort to make it more saleable, he declared, such as offering of split networks during a portion of the night and daytime, which are not permitted on the Red and a different scale of discounts. Because of these intensive efforts, he said it is entirely conceivable that some day NBC will reach the point where the Red Network will be second to the Blue.

Judge Sykes recalled that Mr. Witmer in his previous testimony, had stated that 34.5% of NBC's programs are commercial. He asked that the figure be broken down as between the Red and the Blue and Mr. Witmer said he would seek to provide the information upon his return to the stand on Dec. 21.

Responding to Judge Sykes' re-

THEY'RE ALL "MAIN" STREETS, STRANGER!

Without batting an eye, we'll tell you candidly that Fargo boasts only a population of about 35,000 souls! Why, then, is Fargo such a "big-business" city — one of the best and busiest of its size in the nation? The answer is that Fargo is the shopping center of over a million other prosperous, free-spending people who live throughout this fertile Red River Valley! . . . And WDAY, by the way, is the ONLY station that covers the Valley! For the proof, write WDAY!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WORLD'S GREATEST TOBACCO MARKET!
Planter Pete says:

"A reputation to be proud of: A little station with a lot of listeners."

WGTM
WILSON, N. C.
REPS: Bryant, Griffith and Brunson, Inc.

quest for a breakdown of commercial and sustaining time on the NBC networks, Mr. Witmer at the Dec. 21 session said that in 1937 some 50,234 hours of a total of 87,000 hours of operation of the basic Red network were devoted to commercial programs, about 62.5% of the total network time, while about 25% of the basic Blue operating time was commercial. In unit hours he said 43.5% were commercial on the Red and 20.4% on the Blue. During 1938, he added, commercial business on Blue improved because of the sales policy, evidently referring to the new Blue discount structure.

As for political programs, NBC enforces the FCC rule of equal time to candidates of equal rank at equal rates, and the network rates prevail, he declared. Sale of time for political purposes has caused "practically no trouble" to the NBC sales department, according to Mr. Witmer.

Interpreting another NBC exhibit, he pointed out that in 1937 some 80.6% of NBC's clients were repeat advertisers and that 96.8% of the total gross client expenditures on the NBC networks, amounting to more than $38,000,000, was made by repeat clients. The exhibit showed a trend since 1928 toward greater proportionate expenditures on the NBC networks by an increasing proportion of repeat clients.

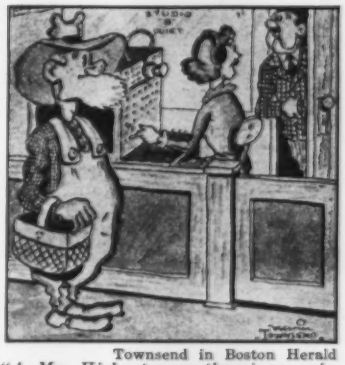
According to the exhibit, in 1928 36.9% of NBC's clients were repeaters and accounted for 76.1% of the gross client expenditures on the networks; in 1929, 52.5% repeaters and 76.9% of the gross expenditures; 1930, 55.1% and 81.4%; 1931, 63.0% and 86.1%; 1932, 77.3% and 94.1%; 1933, 71.6% and 90.7%; 1934, 79.0% and 97.1%; 1935, 86.9% and 95.1%; 1936, 82.6% and 96.0%, and 1937, 80.6% and 96.8%.

As of Dec. 1, 1938, NBC had 139 clients sponsoring 166 separate programs on its networks, Mr. Witmer commented on cross-examination when Mr. Dempsey pointed out that previous exhibits and testimony had shown about 300 potential national network advertisers. Mr. Witmer estimated that about 75% of the potential national radio advertisers are presently using or have used the three major networks, and pointed out that the "300" figure refers to "large national advertisers" and does not include smaller firms which may develop into national network advertisers.

Mr. Witmer declared that there are definitely some programs which must remain sustaining because they are not suitable for commercial sponsorship but which are nonetheless necessary to good public service. Among these he listed European pickups of speeches by government officials like Prime Minister Chamberlain and speeches by United States cabinet officers or public officials.

Foreign news pickups conceivably could be sponsored, he said, if the advertiser were willing to gamble. He explained that because of the sometimes rapid and uncertain program evolution of such broadcasts, no merchandising can be carried regularly for the program and the advertiser might or might not derive comparable benefits, depending on the breaks.

"The average commercial program appears to be more popular than sustaining programs, probably because more money is spent for talent, production, and merchandising," he commented. Responding to a query by Commissioner Walker whether NBC has a sustainer not for sale, Mr. Witmer answered affirmatively and cited the Toscanini program. "It is not for sale because NBC feels this is one service it should serve the public with," he stated, adding that certain religious and educational features are also not for sale. Commissioner Brown questioned him on the status of the *National Farm & Home Hour*, which Mr. Witmer said was sustaining but would classify as neither "for sale" not "not for sale."



Townsend in Boston Herald

"A Mr. Hicks to see the singer who lost her green and yellow basket."

"Presidents and justices of the Supreme Court are elevated to a position where they should not be connected with any advertiser," he commented in answer to Mr. Dempsey's query on what types of programs definitely should not be sponsored. Asked how far down the line of public officialdom this extended, Mr. Witmer said it depended on the character of the speaker and the speech itself, largely determined by the office held. In many cases it is better for NBC to pay the bill in order to promote public service, he added.

Asked by Mr. Dempsey if there would be any objection to an organization like the Rockefeller Foundation paying for an NBC religious program, Mr. Witmer said it would amount to buying time and the organization would in effect be sponsoring the programs, since its name would have to be mentioned, and under present policy this would be objectionable.

The desirability of various pro-

CHNS

THE KEY STATION OF THE MARITIMES
HALIFAX, N. S.

Is now starting on its fourteenth years of serving in Nova Scotia.

We hope 1939 looks as bright from a business viewpoint to you as it does to us.

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

Radio Advertising Corporation

Takes Pleasure in Announcing

Effective January 1, 1939

Exclusive National Representation

of

WIP-*Philadelphia* WHKC-*Columbus*

WHK-WCLE-*Cleveland*

R A C Offices

CHICAGO
410 N. Michigan Ave.
Telephone: Superior 0348

CLEVELAND
Terminal Tower
Telephone: Prospect 5800

EXECUTIVE OFFICES

New York City • 341 Madison Ave • Telephone: *Murray Hill 4-0212*

Henri O. Molley, Manager

grams as an advertising vehicle is a changing thing, he commented, citing the *Metropolitan Opera* program's rise in a few years from a listener rating of 5 to 14.5. Accordingly, a program that at one time would not pay out for an advertiser may grow until it became a very profitable advertising vehicle. He said it was his opinion that from an advertiser's viewpoint, the advertiser would not get out of the Toscanini program what he would have to put in it as things stand now.

Networks Retain Right To Edit Programs

Agreeing with Mr. Dempsey's summation that there is an increasing tendency by the networks away from developing programs for potential sponsorship and toward greater sponsorship of programs, Mr. Witmer declared that the networks' connection with the programs will continue to extend to their right of editing, censoring and placing certain types of programs in certain spots, and that no *carte blanche* would be turned over to agencies and advertisers in regard to the use of network time. No time orders are finally approved until the type of program is determined, he pointed out.

Working from the proposition brought out in earlier testimony between the NBC networks in that close coordination is necessary between the NBC networks yielding the greatest public service and advertising service, Mr. Dempsey asked Mr. Witmer if it would not be even more desirable from a service standpoint to coordinate all the networks under one management.

Mr. Witmer pointed out that the present networks do coordinate their activities to a great extent in promoting these services, as they know what programs each other is carrying, and commented that although he had given no thought to the feasability of the idea from an organizational standpoint, he thought it would be "an awful job" to run "four or five networks" and was not certain whether better public service would result.

"We cultivated some stations right out of the network. They became so popular locally through the network programs that they became no longer available to us," he said in answer to Mr. Dempsey's question as to whether NBC in the early days actively cultivated the welfare of affiliated stations, during a discussion of the evolution of the Blue network.

"Any time we deal with an agency, it's on a straight 15% commission basis," Mr. Witmer said, declaring that NBC had no special contracts or deals with any advertising agencies. He termed agencies "sort of a partner of ours" in producing programs, justifying NBC's list of approved agencies. He said NBC merely wanted to be sure of a competent organization handling the programs carried on its networks, and that this was important to the advertiser, agency and NBC alike. Successful advertising is a three-cornered affair between advertiser, agency and media, all working closely together, he pointed out.

Effort to Insure Presentation of All Sides

The controversial subject of purported propaganda in commercials was raised by Mr. Dempsey in pursuing his cross-examination of Mr. Witmer. The NBC executive said the network permits commentators but not propagandists and that it does not allow speakers on commercial programs to discuss proposed legislation or matters of that character. Pressed by Mr. Dempsey whether a speaker on a cereal program might be permitted to discuss automotive matters, Mr. Witmer said that would depend entirely upon the circumstances.

Every effort is made, Mr. Witmer said, to avoid presentation of only one side of a subject and approval is withheld from any speaker on a sponsored program who may desire to discuss his own personal selfish interest. Asked about definite policies, Mr. Witmer declared the whole subject is in the formative stage and that he could not express an opinion as to what the final written policy would be. The most important factor, he emphasized, is to insure that all sides of a question may be heard over as nearly as possible the same facilities. Commissioner Walker asked whether Mr. Witmer received complaints against certain programs and the witness responded that he received very few written complaints but that many of his friends suggested improvements orally.

Judge Sykes asked about the degree of complaint against so-called "blood and thunder" children's programs and the manner in which such programs are handled. Mr. Witmer declared that the procedure is very much the same as that followed in connection with other programs to insure balance, proper timing and the like, and that NBC has made a "very diligent study of the whole subject." He said he knew of no established policies and that the study was continuing.

In response to Commissioner Walker, Mr. Witmer said the same was true about programs that "border on morals" and that the network is directing every effort to avoid objectionable presentations.

Upon the completion of Mr. Witmer's examination, the hearings were recessed until Jan. 4. Closing witnesses for NBC will be Mark Woods, vice-president and treasurer, and Lenox R. Lohr, president, who will discuss policies and administration.

WHEN a Thanksgiving turkey offer proved a hit with housewives, WNAC, Boston, and Yankee Network, along with Loose-Wiles Biscuit Co., repeated the offer for Christmas. Here are reporters, bakers and Loose-Wiles executives looking over some of their birds. Listeners sent "I like Sunshine Krispy Crackers because . . ." letters with a package wrapper.

RCA Names Shannon

ROBERT SHANNON, formerly vice-president and general manager of RCA Mfg. Co., has been elected executive vice-president, effective Jan. 1, according to an announcement by George K. Throckmorton, president. Mr. Shannon, 46 years old, has been identified with radio manufacturing and administration since the earliest days of radio. He was in charge of radio tube manufacturing for Westinghouse when RCA took over this activity from General Electric and Westinghouse in 1930. He joined the new RCA Radiotron Co. and shortly afterward became plant manager. Four years later he was appointed manager of the RCA Camden plant. A year later he was elected vice-president in charge of all the company's manufacturing activities. He was promoted to vice-president and general manager last year.

SALES of all types of radio sets to dealers in Canada during the first nine months of 1938 amounted to 128,322 sets valued at $10,233,850 compared with 148,911 sets valued at $12,617,630 in the corresponding nine months of 1937, according to a report of the Department of Commerce.

Results COUNT MOST

WTAG
Worcester, Mass.
Leading Station in Worcester and Central Massachusetts

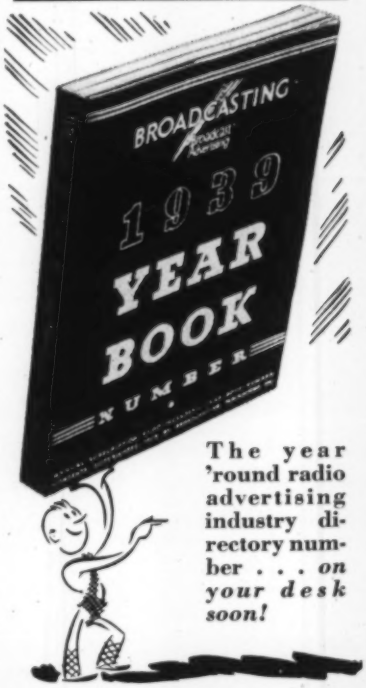
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

DO YOU KNOW?

—THAT BANANAS WON'T RIPEN SATISFACTORILY UNLESS PICKED GREEN?

—THAT NORTH CAROLINA (WPTF) FARMS RANK FIFTH IN VALUE IN THE U.S.?

WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NATL REPRESENTATIVES



The year 'round radio advertising industry directory number . . . *on your desk soon!*

Plan to Collect Data Annually Goes Forward Within the FCC

Permanent Questionnaires Studied, With Agreement Sought on a Uniform and Simplified Form

QUIETLY and with no fanfare, the FCC accounting department is proceeding with plans to set up a permanent series of questionnaire "schedules" to procure annually from the broadcasting industry detailed statistical operating information.

Preliminary conferences already have been held with the accounting committee of the NAB, headed by Harry C. Wilder, operator of WSYR, Syracuse, with a view toward agreement on the type of questionnaire forms to be used with the result that they have been somewhat simplified. In spite of that, however, information of a nature never heretofore collected apparently will be sought from stations on a uniform report basis. It is emphasized that the Commission does not have in mind a uniform system of accounting which would be required of stations.

The Accounting Department, as soon as it completes its preliminary work, apparently proposes to ask the FCC to institute the schedules as a regular proposition. The present intention appears to be to collect the data annually, though stations necessarily would have to keep cumulative books practically on a daily basis in order to supply much of the information, notably pertaining to programs.

Proposed Questions

The urgency of other Commission work, particularly in connection with the network inquiry, has impeded the Accounting Department in completing its work, it is understood. Several conferences have been held with Mr. Wilder and members of his committee in connection with the preparation of the schedules. At the most recent meeting, N. L. Kidd, treasurer of WJTN, Jamestown, N. Y., which Mr. Wilder also heads, appeared for him because of Mr. Wilder's absence from the country. At that time, the proposed schedules covering in the aggregate nearly 100 "conference sheets" were reduced to about a score. The NAB board of directors, at its meeting Dec. 12-13, reviewed the schedules without action or official comment.

The data sought would cover revenues for the 1938 calendar year, expenses of operation, including talent, wire lines, and other data, and statistics on operation generally, such as employment, program breakdowns with definite showing of hours both commercial and sustaining, types of programs, commodities advertised, and the like. In fact, the objective in this category is for a complete business index of operations.

Despite the emphasis placed upon the contention that collection of this comprehensive data would not entail a uniform system of accounting, it nevertheless is felt most stations would be hard-pressed to supply it with their present auditing facilities. Even though the Commission might not require standard bookkeeping methods, stations nevertheless would have to revise their operations to supply the information which, it is believed, would mean the same thing.

Greatest concern centers in the belief such a plan might lead to a basis for rate regulation. This is definitely disclaimed by Chairman McNinch, who states he does not regard broadcasting as a common carrier in any sense, though he harbored that view when he first came to the Commission a year ago last October. In other Commission quarters, however, it is felt the idea is still alive, particularly in the Accounting Department itself, since most of its high-ranking employes are former Interstate Commerce Commission accountants where everything was handled in terms of common carrier operation and rate regulation.

Assuming the Accounting Department can reach an agreement with the NAB accounting committee early in 1939, it will seek Commission approval of the schedule to be used. The questionnaire then will go out to all station licensees and networks probably with a 30-day return deadline. The Accounting Department then would seek to make public its annual figures as expeditiously as possible, perhaps within a month or six weeks following their receipt. The plan is to make the data considerably more comprehensive than that released last June by the Commission, based on questionnaires sent out to cover 1937 operations [BROADCASTING, June 15-July 1].

Program Analysis

Among other things, the questionnaire in its present preliminary form would seek elaborate detail on station program analysis. Records would have to be kept daily, it is felt, with cumulative totals on programs in each particular category. The effort is to procure more refined information than ever before made available.

Income items would be broken down in every category to show income from time as distinguished from talent and other services and to preclude any chance of adding into the expense column those items which are subject to rebilling, such as talent.

While the NAB committee, chiefly through Mr. Wilder and Mr. Kidd, has been working with the FCC, Edwin M. Spence, secretary-treasurer of the association, also has been devoting considerable attention to it. The committee did not plan to hold another meeting until a January date, after which it presumably will confer again with William J. Norfleet, FCC chief accountant. In addition to Mr. Wilder, members of the committee are E. M. Stoer, Hearst Radio; Frank White, CBS; Mark Woods, NBC; E. E. Hill, WTAG; L. A. Benson, WIL; Harold Wheelahan, WSMB.

NBC's 1938 Gross

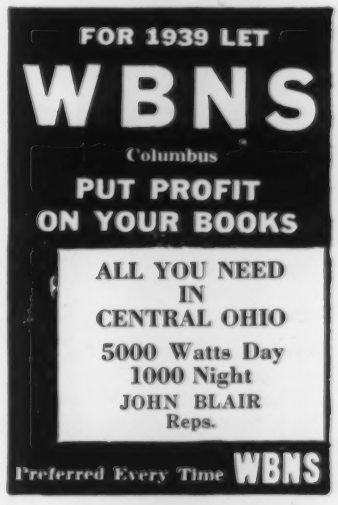
GROSS income of NBC for the year 1938 was estimated by Mark Woods, vice-president and treasurer, as $38,432,170.87, a gain of 6.1% over the year 1937. This figure, representing the official gross of the company, is not comparable to the gross time sales figures published each month, as gross income takes into account frequency and agency discounts and also includes revenue from other sources than sale of time.

Wincharger to Add

WINCHARGER Corp., Sioux City, Ia., has started six-weekly 100-word spot announcements on KOMA WIBW KMMJ with plans for expansion during the winter months. E. H. Brown Adv. Agency, Chicago, has the account.

Noel Starts School

SIDNEY Q. NOEL, formerly manager of KXBY (now KITE) in Kansas City, and former director of First National Television Inc., Kansas City training school, has opened a new school in Kansas City's Candler Bldg., called Universal Television System of Training. At present only a home study course in radio and television is offered, but it is planned to offer resident courses next spring with branches in New York and Hollywood. Mr. Noel also states that he expects to apply for an experimental television station shortly. Vice-president and chief engineer of the new project is C. E. Salzer, also formerly with KXBY.



Daily Radio Serials of High Quality

IRNA PHILLIPS

HOWARD KEEGAN

Director of Production

CARL WESTER & CO.

360 No. MICHIGAN AVE.

Chicago

FTC Actions

THE Federal Trade Commission has issued a complaint against General Baking Co., New York, charging discrimination in price between different purchasers. Kraft-Phenix Cheese Corp., Chicago, and Feeders Supply & Mfg. Co., Kansas City, have stipulated they will discontinue alleged misleading claims for poultry feed. Harry J. Silver, trading as Diesel Engineering Institute, Philadelphia, has agreed to revise claims for employment opportunities in the Diesel field. Midland Television Inc., Kansas City, agrees to revise advertising claims involving testimonials.

We not only wish you
A
PROSPEROUS
NEW YEAR
but help provide the
means to assure it

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

Rapid Increase Noted in Claim Filed For Plagiarism of Materials and Ideas

RECENT developments in two actions based upon the alleged misappropriation of ideas has caused considerable discussion concerning the unprecedented number of claims and suits which have been filed against advertising agencies, broadcasters and other amusement interests demanding uncounted millions for infringement of copyright, violation of civil rights, defamation or unfair competition in the use of titles and appropriation of ideas.

The first of the cases was started by J. A. Healey against R. H. Macy & Co., in which the New York Court of Appeals recently affirmed a $2,500 judgment in favor of the plaintiff for alleged use of a series of slogans which Healey claimed he had originated and submitted to the defendant.

The second case was brought by Manuel G. Rodriguez against Western Union, in which he sought compensation for an original idea which a New York Supreme Court jury found he had previously submitted to Western Union, The case resulted in a verdict of $6,500 in Rodriguez's favor.

Claims of All Sorts

"While these two decisions are illustrative of the vast number of claims which have been made against broadcasters in recent months," declared G. L. Ashby, vice-president and general counsel of NBC, "they represent but a single phase of the problems. It seems that broadcasters are in the midst of a cycle of increased claims and suits of all sorts arising out of the broadcasting of material conceived by the claimants to be in violation of their rights. Many of these claims are completely groundless, but that does not relieve the broadcasters of the expense and bother of investigating and preparing their defenses.

"Broadcasters have had more claims and actions filed against them in the past two years for alleged infringement of copyright, appropriation of ideas and defamation than at any other time in the history of the industry. Each time one of these claims is publicized and each time a judgment is rendered against a broadcaster, it encourages the submission of many more claims of the same type. It does not seem reasonable to anticipate that the pressure of such claims will be relieved in the near future, and it behooves broadcasters to use increased care in making certain that the material they propose to broadcast does not in any way infringe upon the rights of third parties. The most careful attention of the program directors of the broadcasting industry should be directed to this problem in order to catch possible violations of the rights of third parties prior to broadcast.

"The broadcasting industry is still in its formative stages and it is inevitable that at periods during its development it will be subjected to many unjustified attacks. It is of vital importance to the individual broadcasters that they resist unwarranted claims even though it may mean that it may be necessary in some cases to carry them to the courts of last resort. Only by doing so can they reduce the number of unwarranted claims of this type which are constantly being made against them. Needless to say, where wrong is done, however, the broadcasters must meet their obligations."

MOTION by Monroe B. LeVoy, crime story writer under the pen name of Roy Post, who is seeking a temporary injunction against Philip Morris & Co., its advertising agency, Biow Co., and NBC to prevent the broadcasting of a series of "perfect crime" sketches, the idea and title for which he claims to have originated, will be heard Jan. 18 in the New York State Supreme Court.

Board in Pennsylvania Ordered to Justify Law On Gambling News Wire

RULE against five members of the Public Service Commission of Pennsylvania, requiring them to show cause why an injunction should not be issued to restrain them from enforcing the new state "anti-gambling" statute concerning the leasing of private phone wires and telegraph lines, was allowed last week in the Court of Common Pleas of Dauphin County. The rule is returnable at Harrisburg Jan. 3.

The court action is in response to a bill in equity filed by former Attorney General W. W. Schander, counsel for Leon Levy, president of WCAU, Philadelphia, who sought relief "from a situation which jeopardized his contract with CBS, and which would in effect soon put the station out of business." Several weeks ago Mr. Levy had branded the statute "an unfair and unjust discrimination in favor of newspapers" and asked Governor Earle to veto the bill [BROADCASTING, Dec. 15].

It is understood Mr. Levy's counsel advised against signing a leasing contract with the telephone company, as provided in the new law, since a contract would then forever bar the station from questioning the constitutionality of the act. Since the WCAU-CBS contract calls for the station to pick up and broadcast such events as may be requested by the network—even a horse race—and the new law forbids leasing of private phone wires for such pickups, Mr. Levy averred that his CBS contract would be abrogated. The law provides that a station is guilty of taking a hand in gambling should any information before or after a race be broadcast. The case is believed to be a test action for the benefit of all stations in the State.

Nets Drop Press Radio

SINCE Dec. 24 neither NBC nor CBS has used the Press Radio credit line on the five-minute news periods broadcast four times daily by each network. Queries to network officials were all referred to Frank Mason, NBC vice-president and assistant to the president, and Paul White, CBS director of public affairs, neither of whom could be reached for comment as BROADCASTING went to press. James Barrett, manager of the Press Radio Bureau, which for several years has been supplying the networks and some independent broadcasters with news bulletins from AP, UP and INS under an arrangement with the American Newspaper Publishers Assn., told BROADCASTING that he had nothing to say and that any explanation would have to come from the networks.

An "EYE-LIFTING" Story of WFBL SYRACUSE

Stores Run Out of New Product As Result of 3 Daytime Spots

Using Syracuse as a test market, the Mastin Company placed ten gross of their new product "Eye-Lifts" in five leading stores. Three daytime spot announcements were made over WFBL during the first few hours, and by 3 p. m. every store was out of stock. No other advertising or promotion was used.

That's proof enough that the ears of Syracuse's buying public listen to WFBL, morning, noon and night. Write for rates and time available to WFBL, Syracuse, N. Y., or to Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

"Main St. Hartford"
A 15 minute street interview broadcast at 1:30 P.M., Monday thru' Friday, with a transcription of the same program broadcast at 11:05 P.M. It's new . . . informal . . . entirely different! Right now, it's available for sponsorship. Wire or write for full details.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You *MUST* Use
WFBG
Altoona • Pa.

Equipment

RCA MFG. Co., Camden, N. J., is building a loudspeaker system to provide music at the Theme Center of the New York World's Fair, using the Perisphere as a horn. A battery of 36 high and low frequency sound reproducers are to be installed in a concrete chamber below ground level at the base of the huge globe, and the system is designed to cover a sound range from 20 to 10,000 cycles.

THE story of the installation of the new 50 kw. transmitting plant of LS1. Buenos Aires, by Western Electric engineers, is recounted in the December issue of *Pickups*, WE house organ. Jack Herberm of Bell Laboratories, handled the installation.

WNAX, Yankton, recently acquired a special communications type receiver to be used in the broadcast of Sunday afternoon programs direct from the campus of the University of South Dakota, Vermilion.

ELECTRICAL RESEARCH Products Inc., New York, on Jan. 1, plans to begin foreign distribution of booth equipment of American manufacture, according to E. S. Gregg, general foreign manager of ERPI. Distribution of a complete line of projectors, lamps, screens, coverters and similar products of American manufacture will cover about 50 foreign countries.

STANDARD Electric Aktieselskab, associated company of the I. T. & T. Corp. in Denmark, reports that it has received from the Danish authorities the order to supply all studio equipment for the new Broadcasting House to be erected in Copenhagen.

STANNAGE PTY. Ltd., Sydney, Australia, has been formed to distribute technical radio equipment in the British Empire. John Stannage, now touring the United States, heads the organization as director. He is also a stockholder of Stannage Radio Ltd., Auckland, and Radio Features Ltd., Wellington, New Zealand. Macquarie Broadcasting Service, Sydney, will be affiliated with the new enterprise.

MILTON C. SCOTT Jr., chief engineer of WIOD, Miami, has installed mobile equipment in a limousine. License plates bear the number 610, corresponding to WIOD's frequency.

KIRO, Seattle, has completed installation of an additional control booth and new equipment in the master control room.

GENERAL ELECTRIC Co., has begun installation of a shortwave transmitter, W6XBE, in the Palace of Electricity & Communications at the Golden Gate International Exposition, San Francisco. It will begin operation Feb. 18, the day the Fair opens.

WJBK, Detroit, proposes to move its transmitter to a new site at 30 W. Webb Ave., in Highland Park, Mich., in an application filed with the FCC.

CBS has purchased a Type 100-F ultra-high frequency transmitter from RCA, to be installed at Los Angeles for use by its experimental high-frequency broadcast station W6XDA, subject to FCC approval.

AEROVOX Corp., Brooklyn, has moved its plant and general offices to New Bedford, Mass.

RCA MFG. Co., Camden, announces the new 55-B line amplifier, a medium-gain type especially adapted to a number of special uses such as in master control rooms to increase level on outgoing lines.

WILLIAM G. H. FINCH, facsimile inventor, has applied to the FCC for authority to change the location of the transmitter of W2XBF to 1819 Broadway, New York City.

FIRST public use of Western Electric's new "cardioid" microphone was made by Anthony Eden, visiting British statesman, during his address last month before the National Manufacturers Association which all the major networks carried. The new mike enables radio engineers to select sounds from any direction and to suppress the effects of unwanted noise.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to manufacture a new portable amplifier with three inputs, two for microphones and one for a crystal pickup. Each has independently operated gain controls that can be used as mixers. Two additional controls are the bass and treble accentuators, the low end peaking at 100 cycles and the high end at 7,000. A new type of volume indicating meter is also provided. It has an illuminated dial calibrated directly in decibels. The 12-inch speaker is of the permanent magnet type and is mounted in a pere-dynamic baffle. The entire assembly comes in an attractive carrying case of leatherette, with microphone, stand and cord packed inside the cover.

ANALYSIS of fan mail received from listeners to the *Seth Parker* program, sponsored by the Vick Chemical Co. on NBC-Blue, shows America's favorite song to be "The Old Rugged Cross". A preference for old songs is noted in the East and South, while the Midwest and Pacific Coast choose more modern tunes, such as "The Last Roundup" and "A-Tisket-A-Tasket".

WSTP Starts Jan. 2

INTRODUCING its staff to the local public as its inaugural program, the new WSTP, Salisbury, N. C., local outlet on 1500 kc., will begin operating the afternoon of Jan. 2. Its first day on the air will also be featured by a broadcast of the Rose Bowl game at Pasadena relayed by NBC by special permission. Equipped with Western Electric apparatus throughout and with a 350-foot Blaw-Knox tower, WSTP will be managed by John W. Schultz, formerly with WSJS and WAIR, Winston-Salem, and WBIG, Greensboro. Its chief engineer is John R. Yost, formerly with WSJS. Other members of the staff are James McLendon, program director; Bob Armstrong, chief announcer; Bing Bennett and George Brantley, announcers; Carl Watson, Glen Guthrie and William Lee, operators; Warren Wilson and Thornwell Dillard, control men; Jack Hamette, salesman.

Return of W3XAU

WHEN W3XAU, shortwave station of WCAU, Philadelphia, returns to the air on the completion of its new directional antenna, five frequencies will be available for its use. The FCC has assigned three new frequencies, 15,270 kc., 21,520 kc., and 25,725 kc., in addition to the 6,060 kc. and 9,590 kc. used on its non-directional antenna. Four will be put into immediate use with the 25,725 kc. frequency reserved for future use.

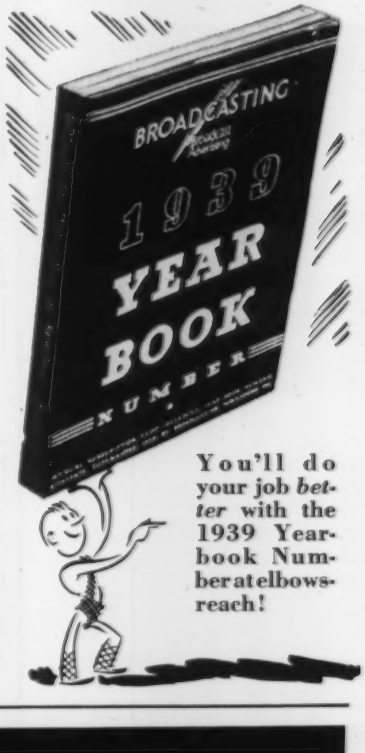
WLW's Short Waver

A NEW 50,000-watt international shortwave transmitter, replacing the old 10,000-watt plant, has been installed by W8XAL, adjunct of WLW, Cincinnati The new transmitter, costing about $150,000, is so constructed that it can switch instantly from one band to another. Under an FCC grant Nov. 1, the Crosley Corp. was authorized to use four additional international bands, so that it now can operate on 6060, 9590, 11870, 15270, 17760, and 21560 kc. as needed.

Farnsworth to Produce Television Equipment

FARNSWORTH TELEVISION Co., San Francisco, on Dec. 20 disclosed it intends to start manufacturing television and radio equipment and announced a reorganization plan whereby its assets will be transferred to a new corporation, the Farnsworth Television & Radio Corp. Present stockholders will receive 46 shares of stock in the new company for each share they now hold.

Carrying out the plan to enter the equipment manufacturing business, plants of other companies will be acquired, it was understood. The new firm has been authorized to issue 2,000,000 shares of common stock at par of $1 a share. Of these, 690,000 shares will be issued to Farnsworth Television Co.



You'll do your job *better* with the 1939 Yearbook Number at elbows-reach!

Studio Notes

KATE, Albert Lea, Minn., displayed the Christmas spirit with a 20-foot wreath bedecked with colored lights mounted midway on its antenna. Mayor Edgar L. Hayek, who also is President of KATE, created the idea in cooperation with a civic campaign to encourage presence of a Christmas wreath or candle in each Albert Lea window during the holiday season.

MEMBERS of the San Francisco Chapter of the American Federation of Radio Artists staged their annual holiday party at the Dawn Club Dec. 11. Nearly 500 bay area radio folk attended. Burlesques of radio programs and personalities were highlights.

BOTH CBS and NBC arranged to broadcast the New Year's day football game between University of Southern California and Duke in Pasadena's Rose Bowl. Heretofore NBC had exclusive on the transcontinental broadcast. Mutual-Don Lee network was also invited but chose to broadcast the Shrine East-West charity game at San Francisco. Tom Hanlon and Gary Breckner were picked by CBS, Bill Stern by NBC. KFWB, Hollywood, was to release the game and 50th annual Tournament of Roses Parade to seven California Radio System stations and by special line broadcast the event over WHO, Des Moines, with Ronald (Dutch) Reagan, Warner Bros. film actor and formerly WHO sports announcer, calling the plays.

2,500 Grand Rapids children contributed used toys, which were distributed to poor kids on Christmas Eve by the American Legion, at a special show given jointly by WOOD-WASH, Grand Rapids, Mich., and the Butterfield Theatres Dec. 17. The show included the regular Saturday morning half-hour broadcast of the *Uncle Nick Safety Scouts* direct from the stage of the theatre, plus two hours of moving pictures. Admission was a used toy. The event, planned almost on the spur of the moment, will probably become an annual event.

UNIVERSAL MICROPHONE Co. portable recording equipment, under supervision of Saul E. Shapiro, factory representative and engineer, has been installed in the Clark Hotel, Los Angeles. A disc library is being established and equipment is used to record voices of notables registered at the hotel.

EMPLOYES of WMAZ, Macon, Ga., recently received their usual Christmas bonus in checks representing their share of 4% of the year's net profits.

FACTS behind the news, analyzed by noted discussion leaders with a research staff of three experts, are presented on a new weekly program, *Public Opinion*, as one of the *University of the Air* series on WEVD, New York. The station is also presenting another series of weekly broadcasts entitled *New York University Round Table* during which prominent professors at the university discuss adult education.

TO AID tuberculosis and health associations in the sale of Christmas seals, an original radio drama, *White Plague*, featuring Irene Rich, radio and film actress, presented over KFI, Los Angeles, on Dec. 11, was transcribed and sent to several score stations nationally by Earle C. Anthony, owner. Drama was written by John Boylan, KFI-KECA continuity editor and produced by Glan Heisch, program manager.

EXCITING life of the Canadian Mounted Policeman, *Renfrew of the Mounted*, will be brought to life again in a new series of half-hour programs, starting Jan. 7 on NBC-Blue, by Laurie York Erskine, author of the adventure series. Mr. Erskine actually met the real life counterpart of the dashing Renfrew years before that policeman-soldier thrilled millions of children with his adventures, and has been writing about his dream hero for the past 17 years.

WBT, Charlotte, N. C., includes cotton market quotations in its *Briarhopper* program six days a week for Drug Trade Products Co., Chicago.

FOR the third consecutive year, the Standard Brewing Co., Cleveland, will sponsor *The Cleveland Scene*, a one-hour review of the year's happenings. The program, written and produced by Sidney Andorn, consists of narration and drama.

LENOX R. LOHR, president of NBC, invited all members of the NBC staff in New York and their families to the annual Christmas party in Studio 8H on Friday morning, Dec. 23. This year, as in the past, Santa Claus gave presents to all the children, and a Christmas play was given featuring Madge Tucker's child radio actors and Jolly Bill Steinke as Santa Claus.

WNYC, New York's municipal station, on Dec. 14 started its first dramatic serial. The program, *Our Neighborhood*, is a production of the Federal Theatre Radio Division and is intended to have "social significance" in presenting a story built around the average problems facing most New Yorkers.

THE *WLW Spotlight*, for several weeks a thrice-weekly feature of WLW, Cincinnati, is being fed to MBS twice-weekly, Mondays and Wednesdays. The program, a quarter-hour of semi-classical music featuring Josef Cherniavsky and his orchestra and starring a WLW soloist, will continue to be carried by WLW alone Fridays.

EMPLOYES of WHO, Des Moines, on Dec. 20 received bonuses based on yearly salary. The scale ran 10% to employes serving five years or more; 9%, four years; 8%, three years; 6%, two years; 5%, one year.

THE mobile unit of WGAR, Cleveland, served as a taxi and studio when Orson Welles, young dramatist, had only 25 minutes after a lecture to catch a train. The time element was all that stood between WGAR and an interview, for Campbell Soup Co. had granted permission. Sidney Andorn questioned Welles as both bounced around in the truck, with Walter Widlar at the controls. Arriving at the terminal with time to spare, Welles decided to take an early morning plane.

UNITED PRESS has added six stations to the list of subscribers to its news service, including WMBS, Uniontown, Pa.; WPIC, Sharon, Pa.; WJW, Akron; KBND, Bend, Ore.; WSTP, Salisbury, N. C.; KVNU, Logan, Utah.

WROK, Rockford, Ill., is carrying the complete schedule of basketball games of Rockford High School in the Big Seven Conference, under sponsorship of Kelly-Williamson Co., local Mobiloil distributor. Morey Owens, WROK sports announcer, handles the play-by-play description with the aid of a name-indicator devised by Karl Hanson and Tom Cameron, WROK engineers.

STAFF members of KVOO, Tulsa, for the fourth annual *Poor Kid's Christmas Toy Shop*, gathered together about 15,000 new and used toys, repaired and painted them and then distributed them to kids in the station's area Christmas morning.

CJBR, Rimouski, Que., has published a new rate card, effective Jan. 1, 1939. Concurrently, G. A. Lavoie, general manager of CJBR, announces the appointment of Joseph Hershey McGillvra as U. S. representative.

WLAW, Lawrence, Mass., celebrated its first anniversary Dec. 19 with a special program featuring congratulatory messages from three Governors, three Congressmen and a large number of civic leaders. In a birthday salute, WMCA, New York, key station of the Intercity Network, of which WLAW is a member, dramatized the heroic part played by the Lawrence station during the hurricane which swept New England in September.

WLS, Chicago, has released its first issue of *Stand By*, a four-page brochure of program and contest results. The new WLS transmitter was featured in the first issue.

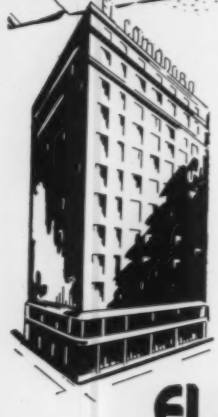
BROADCASTING department of the Crosley Corp. gave a Christmas party Dec. 22 for the rest of the organization, at which Powel Crosley Jr., president, delivered a short message, and other WLW notables, including Peter Grant, chief announcer; Paul Sullivan, news commentator, and Red Barber, sportscaster, were introduced to the audience. Entertainment was provided by members of the cast of WLW's *Boone County Jamboree*, and as a special feature for visiting children, John Braun, vice-president of the Society of American Magicians, performed.

NEW RATE schedules have been issued by CKCO, Ottawa, effective Dec. 1, 1938, and CKAC, Montreal, effective January 2, 1939.

WCBS
The Safesway to Central Illinois.
NATIONAL REPS. SEARS AND AYER CHICAGO NEW YORK
SPRINGFIELD ILLINOIS
ASSOCIATED WITH THE ILLINOIS STATE JOURNAL
ILLINOIS 2nd MARKET

EL COMODORO IN MIAMI EL COMODORO IN MIAMI

Sunshine and Hospitality await you in MIAMI



The vacation of your lifetime awaits you in Miami. Bask in the glorious sunshine of America's tropics while enjoying the hospitality of El Comodoro Hotel. Here you are just a whisper from all activities and recreations. Rates are very moderate: from $2.50 single, $4.00 double. Season rates upon request. Our famous air-cooled coffee shop is unexcelled for fine, moderately priced food. Popular cocktail lounge.

Under the Personal Direction JOSEPH H. ADAMS, MANAGER

EL COMODORO Hotel
S. W. FIRST ST. AT 2nd AVE.
OPEN THE YEAR ROUND

EL COMODORO IN MIAMI EL COMODORO IN MIAMI

NOW — FULL TIME!
WEMP
Milwaukee
Choice Evening Time Still Available— But Hurry!
*Good Immediate Buy:
U-P News Strip at 8 P.M.

FOR THE fourth successive year, Canada Starch Co., broadcast on CFRB, Toronto, a special Christmas overseas program, the chief feature of which was the sending of messages to friends and relatives in Europe by former Europeans. This program is listened to by thousands every year, and this year was moved forward to allow listeners in the United Kingdom and European countries to receive it during evening hours. The program, in charge of Mrs. Aitken, Canada Starch dietician, receives hundreds of requests from those wishing to appear at the Christmas microphone with messages. With their letters they send the addresses of those they especially want to be listening overseas, and then Canada Starch writes each one telling them what time to listen to the broadcast messages.

COOPERATING with the Visiting Nurses Assn. and the Salt Lake Federation of Women's Clubs, KDYL in Salt Lake City entertained 355 underprivileged and crippled children Dec. 22 at a two-hour party in the KDYL Radio Playhouse. During the party, which is to be an annual affair, guests were lunched, entertained and given presents by Santa Claus. Children's talent from KDYL's *Junior-Hi-Jinks* show provided entertainment.

SPECIAL winter feature is the half-hour weekly program *Ski Express* on WNEW, New York, which presents ski experts as guests of John Jaeger, m.c. of the program, in addition to latest reports on snow conditions throughout the Northeastern States.

WSYR, Syracuse, recently completed a reciprocal advertising agreement with the *Catholic Sun*, official newspaper of the Syracuse diocese with 50,000 readers, by which the *Sun* presents two weekly programs on WSYR, five minutes of news condensed from the *Sun* each Friday and a quarter-hour women's and children's program each Saturday morning, and uses WSYR publicity.

THOMAS W. PARRY Corp., St. Louis public relations firm, has moved to new offices in the Security Bldg., 319 N. Fourth St. Thomas W. Parry Jr. is president of the firm. Lynn C. Mahan recently was appointed vice-president, and Cliff W. Aubuchon, former advertising director of the *St. Louis Star-Times*, was made business manager.

Libel Ruling Affirmed

APPELLATE Division of the New York Supreme Court on Dec. 16 affirmed a ruling made by Supreme Court Justice Ernest Hammer, April 4, 1938, in which he denied dismissal of the $100,000 libel suit made by Ernest A. Arnold and Walter Frese, of the firm of Arnold & Frese, security firm, against Benton & Bowles, New York advertising agency, General Foods Corp., client, and NBC. Plaintiffs claim that their firm was slandered on a program broadcast Nov. 7, 1937, by General Foods for its product Diamond Crystal Salt on WJZ, New York, and NBC network. Suit will come to trial before fall of next year.

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News

is your best bet

TRANSRADIO

•

PIXILATED, perhaps, and screwy are these shots of big shots who claim they aren't half shot. Decked out in kilties are Ken R. Dyke (hand on hip), NBC eastern sales manager; Dr. C. B. Jolliffe, RCA engineering executive, and William S. Hedges, NBC station relations vice-president, attending a "WOW" party at the Bonnie Briar Country Club. At right is a Georgia Cracker's idea of the Munich *Peach* Conference, As Il Duce is O. B. Newman, Macon Goodyear manager; Hitler, E. K. Cargill, WMAZ manager; as Chamberlain, Alex H. Weaver, attorney, and as Daladier, L. J. Bernd, Macon merchant. The group first performed before the Kiwanis Club, and repeated by request before the Georgia Association of Real Estate Men.

FOR the first time the entire staff of nearly 80 at KMBC, Kansas City, met for dinner Tuesday night before Christmas. Purpose of the gathering was to discuss the wage-hour law as it affects the broadcasting industry, group hospitalization, and the formation of an employe credit union. After explaining some of the little understood provisions of the wage-hour law, Mr. Church made it clear the company had adopted a clearcut policy of fulfilling all its requirements as they applied to radio. He further explained that in defining its policies, the company had followed the counsel of the NAB on such matters as the non-exemption of announcers and engineers as professionals.

MAURICE DREICER, who now has 15 programs on the air, on Dec. 24 added a new weekly program, *Both Sides of the News*, on WHN, New York. Mr. Dreicer presents a new guest from different business fields each week.

CFAC, Calgary, Alta., recently installed new control equipment and completely modernized its studios. The new apparatus was designed by Earle C. Conner, chief engineer.

BIG STUDIO broadcast featured the celebration of a power increase to 5,000 watts at KSO, Des Moines, Dec. 11. Other highlights included salutes from KMA, Shenandoah, WMT, Cedar Rapids, NBC and MBS.

WOV-WBIL, New York, announced that many successful innovations and constructive ideas to benefit the stations have been put into effect as a result of weekly meetings for discussion attended by all department heads and presided over by Miss Hyla Kiczales, general manager.

LOUIS JAY HAZAM, for the last three years with the J. Walter Thompson Co. and author of a number of children's books, has joined the staff of the Radio Section, Department of the Interior, according to an announcement by Shannon Allen, acting director. He has worked on the *Lux Radio Theatre* and the Fleischmann's Yeast programs and also has prepared serial scripts for Lang-Worth Inc. Other recent staff additions, Mr. Allen announced, are Hugh Russell Fraser, engaged in research for the Radio Section, and Lola Wyman Horton, supervisor, and Mary Dern Baxter, assistant of the Audience Information Unit.

CBC Staff Additions

RECENT additions to the Canadian Broadcasting Corp. announcing and production staff at Toronto, main production center, include as announcers, Elwood Glover, formerly with CHAB, Moose Jaw, Sask.; Terrence O'Dell, from the CBC staff at Windsor, Ont.; Ed Devlin and Ian Smith from CBO, Ottawa; Reid Forsee, Toronto freelance; John Stark, from CJIC, Sault Ste. Marie, Ont.; Hugh Bartlett, from CBR, Vancouver; Robert Edmonds, from CHML, Hamilton, Ont. To the production staff were added James Harvey, who has had experience in Montreal, Pasadena and Detroit; Syd Brown, from CBO, Ottawa. Chief producer now is John Macdonell, formerly with the BBC and the London, England, office of J. Walter Thompson & Co.,

in the CONTROL ROOM

J. D. BLOOM, chief engineer of WWL, New Orleans, is the father of a boy born Dec. 20.

GEORGE FOSTER, KFWB, Hollywood, engineer, married Matilda Simmler Dec. 15.

W. J. GUNTHER, chief engineer of WJJD, Chicago, and Mrs. Gunther have adopted a three-month old girl.

JOHN BOYKIN, remote control operator and engineer of WPTF, Raleigh, married Janie Tomlinson, of Cary, N. C., Dec. 5.

WILLIAM P. GRETHER, formerly of WRTD, Richmond, has joined the technical staff of WTAR, Norfolk, succeeding Leo Huckstep, resigned.

JAMES MIDDLEBROOKS, CBS New York engineer who supervised construction of the new KNX, Hollywood, transmitter at Columbia Park, Torrance, Cal., is on the West Coast for several weeks on an inspection tour.

JACK SHAWCROFT has joined the engineering staff of KWLK, Longview, Wash., replacing Joseph Hiley, resigned.

ED HAMEL and Bob DeHart, of the engineering staff of WKRC, Cincinnati, have been transferred to WBBM, Chicago, and WEEI, Boston, respectively.

ENGENE V. BOSSIEUX Jr., radio graduate of Virginia Mechanics Institute, has joined the engineering staff of WRTD, Richmond.

RUSSELL STANTON and Joe Schweiger, engineers of KNX, Los Angeles, are each fathers of girls born the same day, Dec. 7.

2,300,000
New Englanders
comprise the potential listening audience of station
WLAW
Lawrence, Massachusetts
680 Kilocycles 1,000 Watts

the CJBR key to the Lower ST. LAWRENCE

RESULTS!

A Large Advertising Agency Writes . . . "The express man finally staggered in with replies received from last week's Riddle Box program. I would like at this time to congratulate you on this most emphatic response. You are doing a really excellent job to obtain such consistently good results. The Client is most enthusiastic."

CJBR
RIMOUSKI, QUEBEC
1,000 Watts Full Time
Affiliated with CBC
U. S. Representative:
JOSEPH HERSHEY McGILLVRA

Discs Described as Aid To Low Budget Sponsors

LOW BUDGET radio advertisers turned increasingly to transcribed programs during 1938, according to Charles Michelson, head of the New York transcription firm bearing his name, which recently completed a survey on the acceptability of transcribed programs.

Based on an impartial list of 25 regional radio advertisers, the survey indicated that 76% have used transcription campaigns at least once during 1938, and that 46% favored quarter-hour transcribed shows, 34% favored spot announcements, and 20% local live productions. About 55% favored audience tested shows, while 45% were seeking new type attractions and generally were willing to pioneer a show themselves if it appealed to them. Program preferences ran to dramatics, 23%; musicals, 28%; variety, 34%, and educational, 15%. From the survey it was estimated that merchandising of the programs is an integral part of 70% of these advertisers' campaigns, while 30% occasionally use merchandising assistance.

KOME, Tulsa, on Dec. 25 was added to the Mutual Network, making a total of 109 stations affiliated with MBS. KOME operates on 1310 kc. with 250 watts daytime.

FAIRCHILD RECORDERS

have

Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.

Sound Equipment Division

FAIRCHILD AERIAL CAMERA CORPORATION

88-06 Van Wyck Blvd.
Jamaica, Long Island
New York

Coughlin Furore Persists

(Continued from page 18)

York area only over WHBI, Newark, seemed to mitigate somewhat Dec. 25 when, compared with a picket line of 2,000 which paraded before its Broadway studios the preceding Sunday, only 129 persons were counted as picketing. They were orderly and their leaders attributed the small turnout to the fact that it was Christmas Day, asserting that "thousands" would turn out the following Sunday.

While the picketing was going on, WMCA was rehearsing an *Ave Maria* program, sponsored by the Franciscan Friars of the Atonement, and from 3 to 3:30 carried Nativity services from the Friars' monastery at Graymoor, N. Y. It is replacing Coughlin with the new Catholic series.

Despite the picketing and the circulation of lists of its sponsors with the suggestion that they be boycotted, WMCA reports that it has had no cancellations and no unfavorable reaction from sponsors. It has received about 10,000 letters on the Coughlin affair, of which about 60% were said to favor the station's stand.

Marchers at WMCA

A crowd of 2,000 supporters of Father Coughlin on the afternoon of Sunday, Dec. 18, marched up and down in front of WMCA, New York, in protest against the station's action in canceling the weekly broadcasts of the radio priest when he refused to comply with a station rule calling for the submission of scripts in advance of his broadcasts. Cheering Father Coughlin and jeering the station and its president, Donald Flamm, the picketers also injected a note of race prejudice into their demonstration by shouting "Do not patronize Jews", "America for Christians" and similar slogans.

Demonstration, held under the auspices of the Committee for the Defense of American Constitutional Rights, was noisy but orderly and 120 policemen ordered out to protect the station against violence did little more than keep the line moving. Picketing began about 3 p. m. with a small group led by Allen Zoll, commander of the American Patriots Inc., and James O'Kelly, executive secretary of the sponsoring organization, marching up and down before the WMCA Bldg. on Broadway. As they marched they were joined by hundreds of others, the crowd reaching its largest size shortly before 4 o'clock when it began to melt rapidly as many of the marchers departed to attend a meeting at the Manhattan Center, where Father Coughlin's broadcast was received.

Most of the paraders were said to be Catholics, but among the signs and placards denouncing WMCA and demanding the return of Father Coughlin to the air over that station were banners of the Protestant War Veterans and the Protestant Chaplains Assn. Mr. Zoll, declaring that "I, myself, am a Presbyterian," told reporters the demonstration was not "merely a Catholic protest in support of Father Coughlin, but an American protest against the curtailment of free speech." Plans to continue the picketing each Sunday until WMCA again begins carrying the Coughlin broadcasts and to extend the demonstrations to other cities are under consideration by the leaders of the movement.

Officials of the station made no comment on the picketing other than to repeat that they were standing pat on their decision not to broadcast any of the priest's talks until he complies with the rule on supplying the station with advance copies of his scripts.

Mass Meeting

Plan for the mass picketing was announced at a meeting of "protest against radio monopoly and censorship" held the preceding Thursday at Manhattan Center and attended by 5,000 persons, chiefly Catholics, who cheered Father Coughlin, Congressman Martin Dies and Boake Carter, trio held up as martyrs of "un-American censorship", and booed WMCA, all other radio stations and networks not broadcasting Father Coughlin's talks, the FCC and the Roosevelt Administration. While most of the speakers concentrated on the "crime" of WMCA in canceling the priest's broadcasts, others denounced the entire scope of American broadcasting.

A mimeographed list of 10 advertisers sponsoring programs on WMCA was distributed to those present, who were urged to "phone, write and visit" these sponsors. The sheet also contained a sample letter for the benefit of those unable to compose their own protests. The audience was also told to "write WMCA what you think of them", to write to the FCC demanding the revocation of WMCA's license, to write to their Congressmen demanding an investigation of radio, and to ask their friends and relatives to write also.

While they did not hesitate to denounce the FCC for "favoring stations who broadcast speakers supporting the administration, but denying licenses to stations who admit speakers adverse to the administration," the networks for "forcing their stations to express only one point of view" and the smaller stations for "arbitrary rulings and a weak, vacillating policy", speaker after speaker displayed a conspicuous ignorance of broadcast policy and technique.

"Radio stations were formerly licensed for three years," declared Mr. Cecil, "but under the present administration this has shrunk to six months." "If you cannot hear Father Coughlin plainly on WHBI," said Justice Herbert A. O'Brien of the New York Domestic Relations Court, "don't think there's something wrong with your set or the station. It's because they are spraying him." And he went on to define "spraying" as the act of other stations who step up their power when Father Coughlin is on the air to blot him out. This is done, he said, with the full knowledge of the FCC, although it has the authority to stop them instantly.

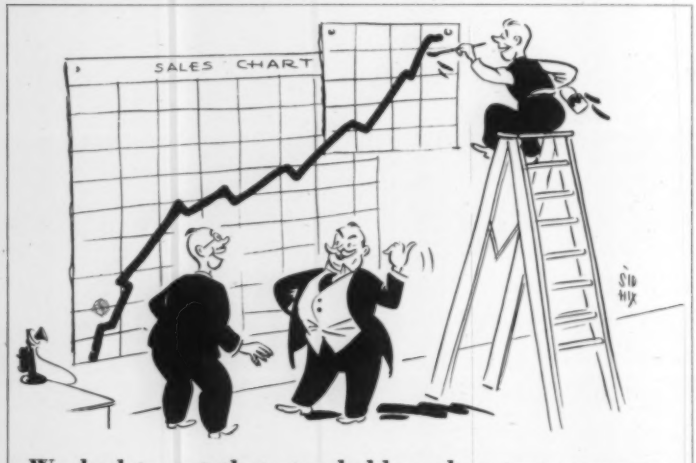
CBS was roundly censured by State Senator John J. McNaboe for being the first to put Earl Browder, Communist leader, on the air, and he and other speakers denounced WMCA for the same act, overlooking the regulation that requires stations to accept speakers of all parties during election campaigns if they accept those of any party and the fact that the Communist Party is a recognized political party. The printed program states that "a partisan FCC, through the dictatorial and bureaucratic control of the nation's broadcasting facilities, has harried stations by forcing them to seek renewal of their licenses every six months (but) has extended unlimited licenses to the major networks." The fact that the FCC does not license networks at all was apparently unknown to the Committee.

The program goes on to say that the networks "exercise a tyrannical domination over the smaller stations which lease their lines amounting to a practical control of the policies of these stations. Thus the networks are able to dictate the censorship of addresses which the smaller stations might broadcast by involving these stations in despotic leases."

Several speakers deplored the lack of microphones at the meeting. "If Earl Browder or Foster or one of the City Hall crowd were here, there'd be half a dozen microphones," cried George U. Harvey, borough president of Queens, and Senator McNaboe dramatically asked the audience where the microphones were.

Reading of a letter from Donald Flamm, explaining the station's stand, was punctuated by groans and boos from the audience. When the committee's answer was had, however, including the question: "Who in your employ is intellectually qualified to judge whether Father Coughlin's speech is disparaging or not?", the crowd cheered for several moments. Although many of the speakers pointed out that the individual broadcasters should be blamed less than the FCC, the loudest cheers came when Mr. Zoll shouted that "we ought to put WMCA out of business. Let's make a horrible example of this station," and continued to call on those present to do their part by joining in the picketing on Sunday.

OLD DUTCH MILLS, New York (Old Dutch coffee) is planning a spot announcement campaign through Peck Adv. Agency, New York.



We had to get that step-ladder when our company started to advertise over CKAC.

CKAC, Montreal (Canada's Busiest Station)

Program Allowed In Martial Region

Strike Broadcasts in Tulsa a Coup by Ken Miller

FREEDOM of speech and the right to broadcast news direct from its source was upheld by Oklahoma National Guards, when Ken Miller, news editor of KVOO, Tulsa, recently broadcast from inside the martial law zone surrounding the strike-ridden Mid-Continent Petroleum refinery. The strike was called Dec. 22 by the International Oil Field & Refinery Workers union, a CIO affiliate, when the management refused to sign a new agreement.

For two days Miller attempted to get inside the refinery gates for a broadcast, and each time was turned back by the pickets. However, when Gov. E. W. Marland declared martial law in the area and sent 350 guardsmen to the zone, the KVOO news editor was issued No. 1 pass through all lines by Col. Charles A. Holden, commanding the 160th Infantry.

Receives Threats

Within a few hours Miller had taken Harry Hutchinson, remote engineer, inside the plant, where nearly 500 men had been held virtual prisoners for three days when they refused to join the strikers. Once inside the plant, Miller made a tour of the refinery with company officials, also imprisoned, and then broadcast direct from the company's cafeteria while the workers were being fed.

After discussing the strike with many employes, Miller agreed to broadcast their side from the union hall after receiving threats when he decided to broadcast from the studio because he felt his second program would not please the strikers.

The broadcast left the 200 strikers in an angry mood and they swarmed about Miller and Hutchinson as they attempted to leave the hall. Union officers escorted them to a waiting automobile. Miller later returned to the martial zone, and re-entered the refinery to broadcast religious services conducted inside the gates for the loyal workers.

Clinics for Parents

SCRIPTS of the weekly quarter-hour NBC Pacific Blue network educational series, *Parents on Trial*, are now being compiled and will be published in book form by the Los Angeles Probation Dept. for national distribution. Based on actual case histories of children who have passed through Los Angeles juvenile department as delinquents, the series is written by John Boylan, KFI-KECA, continuity editor.

"HELLO, OGDEN KNIFFIN"
(Sherman K. Ellis & Co., Inc., Chicago)

Did You say MARKET ?

We'll stack PEORIAREA up with any of them. Famously rich farm lands and great industrial plants produce dependably high income. There are 605,646 people within 60 miles of Peoria . . . and you reach them all with ONE radio station—WMBD.

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA

MEMBER CBS NETWORK

ACA Negotiations

AMERICAN Communications Assn., CIO technicians union, announced Dec. 29 it had signed a new contract covering the engineering staff of WFIL, Philadelphia. ACA is currently negotiating with WIP for a new contract as well as with WPEN. The WPEN proposed contract, it was stated, covers announcers and all other employes except AFM musicians and engineers already within ACA.

Radio Paging Service

TELEPHONE Answering Service, New York, has applied to the FCC for a frequency in the 31 megacycle band to use for its radio paging service. Sherman Amsden, managing director of the company, whose chief business is handling phone calls for people away from their offices or homes, says that if the frequency is granted, subscribers will be supplied with car radios permanently tuned to the TAS frequency and will be paged by number, much as police operators call radio patrol cars. Service will be of most value to doctors, he believes, but will also be available to traveling men and other motorists. Company applied for a license in 1933, which was denied.

RCA's New Year Hookup

RCA, New York, on Jan. 1 expanded its *Magic Key of RCA* broadcast from one to two hours and its network from 117 NBC-Blue stations to the 166 stations of the combined Red and Blue networks for its New Year's program. Outstanding guest artists include Kirsten Flagstad, Ezio Pinza, Walter Damrosch and Larry Clinton, with Edward J. Nally, RCA board member and first president of the organization, acting as one of the commentators. Added features will be a two-way conversation between the New York World's Fair and the Golden Gate Exposition in San Francisco, in addition to a review of the company's accomplishments in 1938.

Radio's 'Encroachments'

"RADIO advertising has encroached on the magazine group to a degree which suggests that the latter may never regain the position it occupied up to about 10 years ago," says a release on the outlook of advertising for 1939 just issued by the Standard Statistics Co., New York. The statement continues: "There is question as to how much further radio is going in this encroachment and whether the broadcasters really are approaching the saturation point as far as available hours and listeners are concerned. Finally, there is the matter of increased competition for established mediums from recent newcomers to the field, such as the picture magazines, and the problem of whether their inroads will be temporary or permanent. Answers of a sort are possible for all these questions, but in no case is the outlook sufficiently clear to warrant any unqualified judgment as to the ultimate outcome."

Candicod Spots Planned

STANDARD VITAMIN Corp., New York (Candicod), is planning an announcement campaign, probably national. Peck Adv. Agency, New York, has the account.

Coughlin Spurns Offer To Join *Town Meeting*

Debate on Americanism

INVITED to participate on a discussion of "What is Americanism?" in NBC-Blue's *American Town Meeting of the Air* Jan. 19 by George V. Denny, moderator of the forum program, Father Coughlin, the radio priest, declined with a curt telegram in which he stated:

"Americanism is not a debatable subject with me nor is it controversial. Moreover, the NBC system refuse to sell me time at regular commercial rates because it deemed my broadcast was controversial where the topic was concerned with anti-communism. I am constrained to refuse your kind offer lest I should be suspected of accepting a sop from the NBC and its censorial commisars."

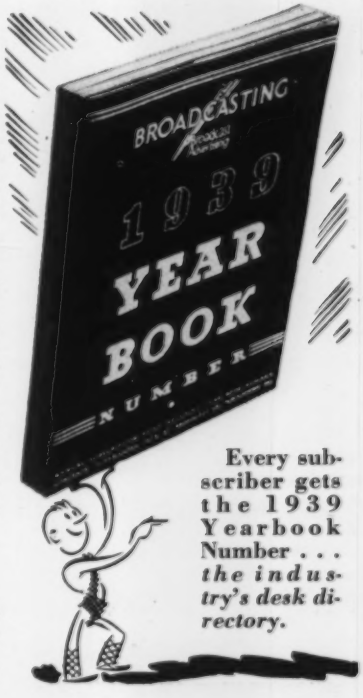
Mr. Denny had asked Father Coughlin to share the platform with Dorothy Thompson, Gen. Hugh Johnson and Earl Browder, offering to supply traveling expenses to New York or pick up Coughlin from Detroit. After receiving the telegraphed reply, Mr. Denny offered to "alter the wording of the subject to a mutually agreeable one" and stated that the *Town Meeting* discussions have never been censored.

As BROADCASTING went to press Dec. 29, NBC was awaiting further reply from the priest, the other three speakers having accepted. [For further details on the Coughlin situation, see page 18.]

Scott Plans Spot

SCOTT PAPER Co., Chester, Pa., early in 1939 plans a national advertising campaign, with radio included. J. Walter Thompson Co., New York, is agency.

LINCOLN PACKING Co., Lincoln, Neb., on Jan. 4 will start sponsorship of MBS's cooperatively sponsored show, *Marriage License Bureau Romances*, on KFOR, Lincoln. Program is heard thrice weekly at 3 p. m.



Every subscriber gets the 1939 Yearbook Number . . . *the industry's desk directory.*

CLARK FOR QUALITY IN ELECTRICAL TRANSCRIPTION PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

CLARK PHONOGRAPH RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

Heyer to KGIR-KPFA

CLAIR HEYER, merchandising and promotion manager of WHBF, Rock Island, Ill., and formerly with WROK, Rockford, Ill., on Jan. 20 joins KGIR, Butte, and KPFA, Helena, as national sales manager. In recent weeks he has been in the East contacting agencies and accounts. The two Montana stations are controlled by Ed Craney, who announced the appointment Dec. 28.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMFNT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

Out West It's
R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

FEDERAL RELATIONS BUREAU, Inc.
Southern Bldg. Washington, D. C.
FCC matters prepared, filed and prosecuted by our staff of attorneys and engineers.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Late News Notes

EDWARD WALLERSTEIN has resigned as sales manager of the RCA Victor division of RCA Mfg. Co. to become president of American Record Corp. [see page 19]. Possibility that Frank Walker, general manager of RCA's recording department, would also move to American Record Corp. as its recording head was being rumored as this issue went to press, but neither CBS nor Mr. Walker had any comment to make.

NIELD SAMPSON has joined the William F. Holland Agency, Cincinnati, and will work in the sales, script and production departments. With 16 years of newspaper and radio experience, he has been news editor and commentator on several stations in the last three years, among them WHP, Harrisburg, Pa., WKRC and WLW-WSAI, Cincinnati.

EDNA C. OPPER, chief clerk in the president's office of NBC, on Jan. 2 becomes official secretary to Niles Trammell, NBC executive vice president.

HOWARD N. CARNOW, formerly with Columbia Pictures Corp., New York, on Jan. 1 becomes head of the advertising, promotion and publicity department of Radio Attractions, New York.

TED REAMS, of WRVA, Richmond, recently joined the CBS New York announcing staff. Patsy Garrett, formerly heard on the WRVA *Sally Southern Hour*, also recently joined Fred Waring and his Pennsylvanians, and "Snapper" Lloyd, a former member of Burt Repine's *WRVA Dominoes* orchestra, has joined Larry Clinton's band.

J. M. CECIL, former president of Cecil, Warwick & Legler, on Jan. 1 joined Frank Presbrey Co., New York, with Warwick & Legler continuing the former business.

DRI-BRITE Inc., St. Louis (self-polishing wax), has appointed Gardner Adv. Co., St. Louis, to handle its advertising.

Georgia Group Formed

THREE Georgia stations, WGST, Atlanta, WTOC, Savannah, and WMAZ, Macon, have formed the "Georgia Group," which is expected to begin operation about Jan. 15, offering coverage of the state to advertisers at a special combination rate. The group, which is not a network, was formed by the managers of the three stations—E. K. Cargill, WMAZ; W. H. Summerville, WGST, and W. T. Knight Jr., WTOC—and will be represented by the Katz Agency nationally and also locally in Atlanta. Katz has also been appointed national sales representative for WMAZ and WTOC individually, having for some time represented WGST. Rates for the Georgia Group have not yet been established.

WILLIAM J. DEMPSEY, general counsel of the FCC, and Mrs. Dempsey are the parents of a daughter, their fourth child, born in Georgetown Hospital, Washington, Dec. 28.

BURT LAMBERT, formerly with KYW, Philadelphia, and previously in the national sales department of Hearst Radio, New York, on Jan. 1 is joining the sales department of MBS in New York.

BILL SUTHERLAND, announcer of KDKA, Pittsburgh, has been selected by NBC to work with Jimmy Britt in broadcasting the Sugar Bowl football game between Carnegie Tech and Texas Christian in New Orleans Jan. 2.

JOSEPH NOVENSON, of the NBC guide staff, recently joined WAIR, Winston-Salem, N. C., as announcer replacing Don Gardiner, also former NBC guide, who will announce for WRC, NBC's Washington affiliate.

TOM SLATER, commentator for WOR, Newark, on Dec. 26 became the father of an eight-pound baby boy.

WDGY, Minneapolis, has appointed William G. Rambeau Co. national representative.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

OPERATOR-ANNOUNCER, several for new West Virginia local. Include record of past experience, references and salary with reply. Box A206, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators, and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Progressive Midwest NBC station wants experienced commercial announcer. Prefer young man who has good selling voice and ad lib ability. Position to be filled at once. Only applicants who can appear for audition and interview will be considered. Good starting salary and chance for advancement. Address inquiries to Box A202, BROADCASTING.

Situations Wanted

Experienced radio operator. Transmitter, control room. Accurate transradio. Single. Anywhere. Box 185, BROADCASTING.

Announcer—single man, experience with network outlet, wishes announcing anywhere. Box A205, BROADCASTING.

Transmitter operator. Nine years' broadcast experience. First class telephone license. Unemployed. Recommendation. Box A204, BROADCASTING.

Production—programming, college graduate, four years' network-station, desires position. Excellent references. Box A203, BROADCASTING.

College graduate wants news processing job. Liberal education, professional training, radio news experience. Box A200, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—five years varied experience—desires relocation anywhere with opportunity. Recording Audition. Box A198, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated. Single. References. Box A208, BROADCASTING.

Radio executive, ten years in local sales, national spot. Brilliant background. Available to advertising agency or station in executive or sales capacity. Box A207, BROADCASTING.

Wanted to Buy

Want Fairchild or Presto complete portable recording 16" turn-table and amplifier. Box A197, BROADCASTING.

Wanted; Radio station in Oklahoma, Texas, or Southwest. Request full particulars. Replies confidential. Box A199, BROADCASTING.

For Sale—Equipment

Western Electric, pair 33 1/3 and pair 78 turntables complete. Amplifiers' parts. Box A209, BROADCASTING.

Two custom-built transcription turntables in cabinets, ruggedly constructed, 33-78 r. p. m.; Less pick-ups. Box A201, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Basic Television Patent Is Issued

Zworykin Wins Claim Covering Heart of Electronic System

ONE OF the basic patents on the electronic television system, which has practically displaced the mechanical scanning-disc system, was issued Dec. 20 after the District of Columbia Court of Appeals culminated 15 years of interferences and litigation by reversing decisions of Patent Office tribunals against Dr. Zworykin. The inventor, who on Dec. 29, 1923, applied for patents covering the electronic television tube developed by him, at the same time had assigned his patent to Westinghouse E. & M. Co., which now controls the rights.

Dr. Zworykin

The patent, covering the heart of the electronic system, the photoelectric tele-eyes—the iconoscope or pick-up device, and the kinescope at the viewing end—is owned by Westinghouse, which licenses its use and sub-licensing by RCA. All the television transmitters being built in the United States, as well as the receivers to be placed on sale soon are understood to be of the electronic type.

A Television Pioneer

Dr. Zworykin has been responsible for many improvements upon the "eye", as well as the electron multiplier, the electron telescope and microscope, since joining the RCA research staff in 1930, along with much work in connection with television circuits and aircraft guiding systems for blind landing. Before its issuance as a U. S. patent, the Zworykin application was involved in 11 Patent Office interference contests with various individuals. Twice it came before the U. S. Court of Appeals. The interference and litigation proceedings extended over 12 years, while the application was prosecuted directly before the Patent Office examiners for a period of about three years. The patent is No. 2,141,059.

The patent contains 40 claims covering the tele-eye on which the transmission centers, other phases of transmission and the receiver. The tele-eye, or cathode ray vacuum tube, contains a screen with myriad photoelectric elements and a "gun" generating an electronic scanning beam. The tele-eye makes an electrical image which, because of the scanning beam, can be broadcast by radio waves as a succession of impulses. The receiver turns these impulses into an image that can be seen on a fluorescent screen.

Reports that recent developments of the radio relay system for television signals patented by Dr. Zworykin in August would result in an imminent announcement of a cross-country television network have been flatly denied by RCA.

JOHN STINSON, formerly of CKLW, Windsor-Detroit, and now with WJR, Detroit, recently won a "Best Announcer Contest" sponsored by Stromberg Carlson Co. and "Radio Jake", of the *Detroit News*. Frank Burke, of CKLW, was second, and Jimmie Stevenson and Larry Gentile, also of CKLW, were third and fourth, respectively.

WLW Asks Reversal

(*Continued from Page 15*)

ings in detail, Mr. Patrick charged the report was incomplete. He contended there were no findings of fact and explained that most of the report was taken up by a narrative of the hearings, the committee jumping from the narrative to the conclusions.

Mr. Patrick pointed out that several weeks ago he petitioned the Commission for a more detailed preliminary report on the case definitely listing the findings of fact on the issues involved. In view of the fact that this petition was rejected, the commission must proceed on three assumptions, he said:

1. It must assume the lack of findings favors the applicant.
2. It must assume that incomplete findings represent all that this committee cared to say about the issues involved.
3. It must assume the FCC will not go beyond this report in making a final finding.

Rests Case on Four Points

The WLW lawyer said that he rested his case on four points:

1. That 500 kw. power is necessary for experimental development of technical equipment and that an audience is necessary to judge results.
2. That no competent information exists on sun-spot activity and static conditions, particularly as they differ in the north and south.
3. That WLW engineers differ from FCC engineers on the standards for secondary service, with the station's engineers believing a higher intensity necessary than set out in existing FCC standards.
4. That alleged WLW interference with WOR is not an issue because only eight complaints have been received on this subject during the last four years.

In supporting these points, Patrick pointed out that WLW had developed adequate 500 kw. transmitter equipment, that it is conducting a study of signal intensity in secondary coverage areas, and that it is trying to construct an antenna to make better use of sky waves instead of merely for interference factors.

Patrick attacked the contention that WLW's superpower tended to crowd out other network stations within the WLW service area. He cited figures to show the increase in network affiliates within the WLW area since the superpower experiment started. He likewise contended that WLW has received a smaller proportion of the business increases that have developed in the area since the station started using superpower.

Commissioner Walker brought out the fact that WLW raised its nighttime hourly rate from $1050 an hour to $1200 an hour after getting higher power. Mr. Patrick pointed out, however, that during the time WLW went back to 50 kw. temporarily because of the Canadian situation, the rates were not lowered and only a few rebates were given to sponsors.

Patrick quoted figures introduced by WLW in the hearing to show that the operation of WLW did not affect the rates charged by other stations in the area; to show there was an increase in smaller stations within the area since WLW went to higher power; and to show that the operation of the 500 kw. station did not adversely affect the economic status of stations within its service area.

Mr. Patrick said that the committee presented only three witnesses to testify on economic matters. He described them as follows:

1. The commercial manager of WIRE, Indianapolis, who admitted he had only 17 months experience in his job.
2. A salesman for the national representatives of WIRE, who had previously been fired from a job as salesman for the national representatives of WLW for failure to produce business.
3. John A. Kennedy, owner of the three West Virginia stations who considers WLW as competition to his three stations at Charleston, Parkersburg, and Clarksburg. Mr. Patrick contended that Kennedy got his stations after WLW had gone to 500 kw.; that he had no basis of comparison; and that he admitted he didn't like a competition of any kind but preferred competition from afar to competition close at home. Patrick said Kennedy discussed four incidents in his testimony as possible grounds of the economic harm done to his stations by WLW.

Mr. McNinch interrupted Mr. Patrick's objections to the committee report to interject his comment that radio, though not a utility, is still invested with a public interest and is a public interest corporation.

KTHS Case Dropped

THE FCC, on motion of contesting parties, has dismissed the application of Hot Springs Chamber of Commerce, operating KTHS, to sell the station for $75,000 to Radio Enterprises Inc., headed by Tom Barton, who operates KARK, Little Rock, and KELD, El Dorado, Ark., and who proposed to move the station into Little Rock. In the midst of a hearing before Examiner Irwin Nov. 3, Mr. Barton decided to withdraw the bitterly contested application on condition that if the station is ever put up for sale again he should have first option on it. [BROADCASTING, Nov. 15].

Porter Becomes Partner In Littlepage Law Firm

REORGANIZATION of the law firm of Littlepage & Littlepage, effective Jan. 1, under which William A. Porter, associate in the firm, becomes a partner, was announced Dec. 22.

Mr. Porter

The new firm will be known as Littlepage, Littlepage, Porter, Littlepage & Williams. Members, in addition to the former members, Thomas P. Littlepage Sr. and John M. Littlepage, will be Mr. Porter, Thomas P. Littlepage Jr. and A. Rea Williams. Mr. Porter has been identified with the Littlepage firm since Jan. 2, 1935, as an associate, specializing in radio.

HUMBLE OIL Co., Houston, will sponsor the Texas Tech-St. Mary's Cotton Bowl game at Dallas Jan. 2 over 23 Texas State Network stations, with Kern Tips, manager of KPRC, Houston, and Hal Thompson, sportscaster of WFAA, Dallas, at the microphone.

• Did you know that WDWS' home city, Champaign, has the highest per capita buying power in Illinois? That's a reflection of the richness of the area WDWS serves . . . 300,000 persons in an unusually fertile rural area.

NEWS-GAZETTE STATION WDWS Manager L.G.COLLISON Champaign, Ill.

REPRESENTATIVE: SEARS AND AYER

IT'S STILL CHRISTMAS
AT WHN!
DIAL 1010
We give our long list of advertisers Christmas Gifts all year long... Gifts like Showmanship of the typical M-G-M and Loew style—intensive but inexpensive coverage of the New York area. We'd like to put you on our gift list...
1540 BROADWAY
NEW YORK CITY
National Sales Representatives: Edward Petry & Co., Inc.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 14 TO DECEMBER 29, INCLUSIVE

Decisions . . .

DECEMBER 14

MISCELLANEOUS — WDNC, Durham, N. C., granted mod. CP change equip., trans., radiator sites; WMFR, High Point, N. C., granted CP aux. trans.; WAGA, Atlanta, granted continuance hearing to 1-6-39, vol. assign. license; NEW, W. H. Bates Jr., Modesto, Cal., granted retention 1-4-39 as hearing date applic. KTBR renewal license and applic. Thomas B. McTammany for KTBR facilities, and denied McTammany motion in opposition to petitions for continuance and consolidation of hearings; NEW, Martin K. Calaway, Harry S. Hooper, Marysville, Cal., denied continuance hearing applic. Yuba-Sutter Bcstrs.

DECEMBER 16

MISCELLANEOUS — NEW, Colonial Bcstg. Corp., Norfolk, Va., denied petition withdraw applic. without prejudice Ex. Rep. 1-669; WBLK, Clarksburg, W. Va., granted petition accept answer WBLK re WJAC applic. modif. license.

WBNY, Buffalo—Granted renewal, Commission holding applicant has not transferred control of WMBO Inc. in violation of law.

WMBO, Auburn, N. Y.—Granted transfer control to Auburn Pub. Co. and granted renewal.

KFDM, Beaumont, Tex.—Granted vol. assign. license to Beaumont Bcstg. Co., if the language "as well as the right to operate said station and all other rights pertaining thereto or connected therewith" be excluded from contract; also granted renewal.

DECEMBER 19

Juan Piza, San Juan, P. R.—Denied CP experimental station.

KFDM, Beaumont, Tex.—Granted vol. assign. license to Beaumont Bcstg. Corp.

WORC, Worcester, Mass.—Granted CP directional antenna.

SET FOR HEARING—WCNW, Brooklyn, CP move trans., radiator, etc.; WTAR, Norfolk, Va., CP increase power, change antenna etc.; KFPW, Fort Smith, Ark., CP increase power etc.; NEW, So. Ore. Bcstg. Co., Grants Pass, Ore., CP 1310 kc 100 w unl.; WHDF, Calumet, Mich., renewal license, and pending applic. Lane J. Horrigan asking part of WHDF facilities; KRKO, Everett, Wash., renewal license pending inquiry into extent of licensee's control over station, financial ability, and applications of Lee D. Mudgett for CP and vol. assign. KRKO license to Everett Bcstg. Co., and applic. Cascade Bcstg. Co., all consolidated.

TEMPORARY RENEWALS — KBPS KIDW KOTN KUMA WAPO WCBS WEED WGIL WHBQ WHLB WHLS WKBB WKEU WLAP WLEU WLLH WMBS WMSD WNBG WOPI WPRA WSVS WSYB KGBU WRCW WQBC WVFW KOBH KDAL WCNW WMBC WRDO KSAN WMIN.

MISCELLANEOUS — NEW, Platt & Platt, Poughkeepsie, N. Y., denied rehearing and consid. applic. new station; NEW, Larry Rhine, San Francisco, denied as in default; NEW, Colonial Bcstg. Co., Morristown, N. J., denied rehearing, statement of facts and grounds for decision affirmed except portion indicating interference with WICC; KRQA, Santa Fe, N. M., granted petition dismiss without prejudice vol. assign. license; KFBI, Abilene, Kan., denied motion to strike re applic. move to Wichita and joint opposition by KFH and KANS.

DECEMBER 20

MISCELLANEOUS—KOB, Albuquerque, N. M., granted extension temp. auth. 10 kw; KEX, Portland, Ore., 5 kw temporarily.

DECEMBER 21

NEW, Juan Piza, San Juan, P. R.—Denied CP experimental station.

WLNH, Laconia, N. H.—Granted CP new trans site, equip., antenna.

WMMN, Fairmont, W. Va.—Granted license for CP increase to 1-5 kw, new equip., directional.

WSPA, Spartanburg, S. C.—Granted license for CP new equip. etc.

WCHS, Charleston, W. Va. — Granted license for CP new radiator etc.

KSO, Des Moines—Granted license for CP increase power etc.

WLW, Cincinnati—Granted mod. spec. auth. to Crosley Corp.

MISCELLANEOUS — NEW, Bowling Green Bcstg. Co., Bowling Green, Ky., granted order take depositions; NEW, B. H. Hopson, Birmingham, dismissed without prejudice applic. set for hearing; NEW, Julius H. Dixon, Tupelo, Miss., denied as in default applic. CP 1500 kc 100-250 w unl.; KGNO, Dodge City, Kan., granted pet. continue hearing.

DECEMBER 23

KSTP, St. Paul, and WJSV, Washington—Granted applications increase to 50 kw.

NEW, Williamson Bcstg. Corp., Williamson, W. Va.—Granted CP 1370 kc 100 w D.

NEW, Citizens Bcstg. Corp., Schenectady—Denied CP 1240 kc 1-5 kw unl.

WLAP, Lexington, Ky.—Denied CP new trans., directional antenna, change 1420 kc 100-250 w to 1270 kc 1 kw unl.

KUJ, Walla Walla, Wash.—Denied CP change 1370 kc 100 w to 560 kc 250 w unl.

KFBI, Abilene, Kan.—Complaints re Examiner Hills conduct in hearing dismissed.

Hot Springs C. of C. applic. assign license dismissed without prejudice .

MISCELLANEOUS — WRR, Dallas, granted order take depositions; KCMC, Texarkana, Tex., granted continuance hearing to 3-24-39; NEW, Lawrence J. Heller, Washington, granted consolidation applics. new station and satellite station.

DECEMBER 27

MISCELLANEOUS—KGCA, Decorah, Ia., granted extension temp. auth. remain silent; WHN, New York, WNOX, Knoxville, granted auth. withdraw applic. extend spec. auth. 5 kw. N and cancelled WNOX temp. auth. 5 kw. N since CMQ ceased operating on 1010 kc.

DECEMBER 28

MISCELLANEOUS—WTRY, Troy, N. Y., granted mod. CP trans., studio sites, new equip., radiator; KTUL, Tulsa, granted license for CP increase power etc.; WBEO, Marquette, Mich., granted license for CP new equip., increase to 250 w; NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y., granted request take depositions; NEW, Presque Isle Bcstg. Co., Erie, Pa., granted continuance hearing to 2-24-39; WMFF, Plattsburg, N. Y., granted petition take depositions; NEW, Publix Bamford Theatres, Asheville, N. C., granted continuance hearing to 3-10-39.

NEW, Martin Anderson, Orlando, Fla.—Denied CP 1500 kc 100-250 w unl.

Examiners' Reports . . .

NEW, Citizens Voice & Air Show, Provo, Utah; Provo Bcstg. Co., Provo—Examiner Seward recommended (I-742) that applic. Citizens Voice & Air Show for CP 1210 kc 100-250 w unl. be granted; that applic. Provo Bcstg. Co. for same facilities be denied.

KYOS, Merced, Cal. — Examiner Hill recommended (I-743) that applic. vol. assign. license to Merced Bcstg. Co. be granted.

KSAL, Salina, Kan.—Examiner Seward recommended (I-744) that applic. change 1500 kc 100-250 w unl. to 1120 kc 500 w 1 kw unl. be granted.

KSEI, Pocatello, Idaho—Examiner Bramhall recommended (I-745) that applic. change 900 kc 250 w 1 kw unl. to 600 kc 1 kw unl. be granted.

WJBL, Decatur, Ill.; WBOW, Terre Haute, Ind.; WJBC, Terre Haute, Ind.—Examiner Seward recommended (I-746) that applic. WJBL change 1200 kc 100 w Sh.-WJBC to 1310 kc 100-250 w unl. be granted; that applic. WBOW change 1310 to 1200 kc be granted; that applic. WJBC change Sh.-WJBL to unl. be granted.

WFBR, Baltimore—Examiner Berry recommended (I-747) that applic. CP satellite station in Frederick, Md. be granted.

KFRO, Longview, Tex.—Examiner Berry recommended (I-748) that applic. change 1370 kc 250 w D to 1340 kc 1 kw unl. be granted.

NEW, Fredericksburg Bcstg. Corp., Fredericksburg, Va. — Examiner Irwin recommended (I-749) that applic. CP 1260 kc 250 w D be denied.

WOMI, Owensboro, Ky.—Examiner Irwin recommended (I-750) that applic. change 1500 to 1200 kc be denied.

KFDQ, Anchorage, Alaska — Examiner Berry recommended (I-751) that applic. renewal license be granted; that applic. transfer 166 shares of stock to R. E. McDonald be granted; that applic. experimental station be denied.

NEW, Radio Enterprises, Victoria, Tex. —Examiner Irwin recommended (I-752) that applic. CP 1310 kc 100-250 w unl. be granted.

KWNO, Winona, Minn.—Examiner Irwin recommended (I-753) that applic. mod. license 250 w D to 100-250 w unl. be granted.

WHAI, Greenfield, Mass.—Examiner Bramhall recommended (I-754) that applic. mod. license to 100-250 w unl. be granted.

KPAC, Port Arthur, Tex.—Examiner Seward recommended (I-756) that applic. CP change 1260 kc 500 w D to 1220 kc 500 w unl. be granted.

Applications . . .

DECEMBER 15

WHAT, Philadelphia — Auth. transfer control to Bonwit-Teller & Co.

NEW, Thumb Bcstg. Co., Brown City, Mich.—CP 1370 kc 100-250 w unl., amend corporate name to Thumb Bcstg. Co., change to 880 kc 1 kw D, change equip. etc.

WMHA, Harry M. Ayers, Anniston, Ala. —Mod. license D to unl.

NEW, M. L. Medley, Cookeville, Tenn. —CP 1370 kc 100-250 w D unl.

WJHL, Johnson City, Tenn.—License for CP new station.

DECEMBER 16

KTHS, Hot Springs, Ark.—Extension exp. auth. simultaneous with WBAL spec.

WEAU, Eau Clair, Wis.—CP increase 1 to 5 kw.

KOAC, Corvallis, Ore.—CP new trans., antenna, increase 1 to 5 kw.

DECEMBER 17

WBAL, Baltimore—Extension synchronous and simul. operation.

NEW, Calaway & Hooper, Marysville, Cal.—CP 1320 kc 250 w D, amended to 1420 kc 100-250 w unl.

DECEMBER 20

WLBZ, Bangor, Me.—Auth. transfer control, amend name of transferee to Congress Square Hotel Co.

NEW, Cabarrus Bcstg. Co., Concord, N. C.—CP 1370 kc 100-250 w unl.

KOME, Tulsa—License for CP new station.

NEW, WJMS Inc., Ashland, Wis.—CP 1310 kc 100-250 w unl., amended to 1370 kc 100 w unl., change equip.

NEW, KSTP, St. Paul—CP television 1 kw.

DECEMBER 21

WEED, Rocky Mount, N. C.—CP new trans.

KELO, Sioux Falls, S. D.—CP new trans., increase D to 250 w.

WDSM, Superior, Wis.—Mod. CP new station, for new trans.

DECEMBER 29

NEW, Coastal Bcstg. Co., Brunswick, Ga.—CP 1500 kc 100-250 w unl.

WREC, Memphis—Vol. assign. license from WREC Inc. to Hoyt B. Wooten, d/b WREC Bcstg. Co.

KBRA, Lufkin, Tex.—CP increase 100 to 250 w.

KTSW, Emporia, Kan.—Mod. CP new station to unl.

KBND, Bend, Ore.—License for CP new station.

MODERN MOTIF was used by KTUL, Tulsa, for its new transmitter house accommodating its Western Electric 5 kw. transmitter which went into operation Dec. 7. The transmitter, it is claimed, is the first 5 kw. Western Electric unit with Doherty circuit installed in this country.

Appeal Procedure Changed by FCC

Reconsideration Pleas Must Precede Court Appeals

ACTION by the FCC on applications for reconsideration of its decisions must be exercised in the future before the parties can appeal, under precedent established by the U. S. Court of Appeals for the District of Columbia.

In several recent cases the court has held that appeals were premature when motions to reconsider were pending and had not been acted upon. The position was reiterated however, when the court recently dismissed without prejudice the appeal of WRTD, Richmond, in an unusual proceeding wherein WRTD had appealed prior to the filing of a petition for reconsideration by WMBG, Richmond, but the latter station subsequently filed the petition. Thus the court held that the appeal finally was premature, even though it was not at the time it was taken.

After a conference with attorneys representing the FCC and the appellants — William J. Dempsey FCC acting general counsel, and Eliot Lovett, WRTD counsel—the court dismissed the appeal without rehearing before the Commission that might result from the WMBG petition. Then it established the right of WRTD to appeal from that action, if it so desired.

In its memorandum and order, the Court said that since the application involved was still pending before the Commission upon rehearing petition filed by WMBG, and since the petition had not been disposed of by the Commission, that it was of the opinion that under its ruling in the Saginaw (Mich.) case of early this year, the WRTD appeal was premature. It held further that the *Times-Dispatch*, licensee of WRTD, was entitled to participate in the hearing on the petition of WMBG for rehearing and that upon the final disposition of that petition it could file a notice of appeal.

Network Accounts

All time EST unless otherwise indicated.

New Business

GENERAL MILLS, Minneapolis (institutional), on Jan. 1 starts *Kaltenborn Comments* on 25 CBS stations, Sun., 10:30-10:45 p. m. Agency: BBDO, Minneapolis.

PERSONAL FINANCE Co., Newark (loan service), on Jan. 16 starts serial show on 29 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

MASS. FEDERATION of Taxpayers Assn. on Jan. 6 starts 26 quarter-hour programs *What's Happening in Mass.*, on 6 Yankee stations. Agency: Adv. Management, Boston.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive Soap), on Jan. 2 renews *Hilltop House* on 51 CBS stations, Mon. thru Fri., 10:30-10:45 a. m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate Tooth Powder), on Jan. 2 renews *Stepmother* on 18 CBS stations, Mon. thru Fri., 10:45-11 a. m. Agency: Benton & Bowles, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Concentrated Super Suds), on Jan. 2 renews *Myrt & Marge* on 52 CBS stations, Mon. thru Fri., 10:15-10:30 a. m. Agency: Benton & Bowles, N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), on Dec. 30 renewed *Vox Pop* on 24 NBC Red stations, Sat., 9-10 p. m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden, on Jan. 2 renews *Amos & Andy* on 47 NBC-Red stations, Mon. thru Fri., 7-7:15 p. m. (reb. 11-11:15 p. m.). Agency: Ward Wheelock Co., Phila.

CAMPBELL SOUP Co., Camden (tomato juice), on Dec. 26 renewed *Edwin C. Hill* on 39 NBC-Red stations, Mon. and Wed. 7-7:15 p. m. (reb. 11:15-11:30 p. m.). Agency: Ward Wheelock Co., Phila.

SUN OIL Co., Phila. (Sunoco), on Jan. 3 renews *Lowell Thomas* on 22 split NBC-Blue stations, Mon. thru Fri., 6:45-7 p. m. Agency: Roche, Williams & Cunnyngham, Phila.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Jan. 2 renews *This Day Is Ours* on 22 CBS stations, Mon. thru Fri., 1:45-2 p. m. Agency: Compton Adv. Co., N. Y.

GENERAL FOODS Corp., New York (Postum) on Jan. 2 renews *Lum & Abner* on 48 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Jan. 2 renews *The Goldbergs* on 32 CBS stations, Mon. thru Fri., 1-1:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on Jan. 2 renews *Road of Life* on 22 CBS stations, Mon. thru Fri., 1:30-1:45 p. m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory), on Jan. 2 renews *Life Can Be Beautiful* on 33 CBS stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Compton Adv. Co., N. Y.

BAYUK CIGARS, Philadelphia, on Dec. 26 renewed *Inside of Sports* on 4 Yankee stations, tri-weekly at 7:30 p. m. Agency: Ivey & Ellington, Philadelphia.

GILLETTE SAFETY RAZOR Co., Boston, on Jan. 2 renews tri-weekly in *Yankee Network News Service* on 15 Yankee stations, 6 p. m. Agency: Maxon Inc., N. Y.

A COURSE FOR LEGISLATORS

Rochester Stations Discuss Radio Problems With State and National Representatives

UNIQUE class in radio education was held in Rochester N. Y., Dec. 13, when executives of Rochester stations held a luncheon meeting with their representatives at the State and National legislatures as guests and pupils. Clarence Wheeler, vice-president of WHEC, outlined the growth of radio and the problems faced by broadcasters in an informal talk that gave the legislators a clear picture of the American system of broadcasting, after which there was a lively general discussion of all radio topics on which the guests may be asked to vote during the coming year.

Radio monopoly was a major topic, concerning which Mr. Wheeler said: "Anyone twirling the radio dial knows there is no monopoly in American broadcasting. He finds too many stations, network or nonnetwork, affiliated or independent, competing for his attention to support any contention of a broadcasting monopoly." Censorship and the broadcasters' license periods also occupied much of the discussion time. Congressman Wadsworth and Councilman O'Brien led the lawmakers in questioning the broadcasters on these and other questions of public interest about radio. At the conclusion of the meeting all the lawmakers expressed their appreciation for the opportunity of gaining a deeper understanding of the problems confronting broadcasting in its efforts to serve the public with entertainment and education.

Among those attending the luncheon meeting were: Representatives J. O'Brien, James W. Wadsworth, F. J. Sellmayer, Abraham Schulman, George Manning, Patrick E. Provenzano and Walter H. Wickens; State Senators Rodney B. Janes and Karl L. Bechtold; Councilman Joseph O'Brien; Clarence Wheeler, Gunnar O. Wiig, Le Monie C. Wheeler, WHEC; Edward Hanover, William Fay, Jack Lee, Jack Kennedy, WHAM; Leroy Snyder, Gannett Newspapers; Boynton Hayward, BBDO; Carl Hallauer, Bausch & Lomb Optical Co.; Arthur Lochte, chairman, Republican Committee of Monroe County.

UNION BISCUIT Co., St. Louis, on Dec. 13 for 13 weeks renewed its sponsorship of MBS' locally sponsored serial program *The Green Hornet* on KWK, St. Louis. Account is handled direct.

IMPERIAL SUGAR Co., Sugarland, Tex. (Imperial Sugar), on Jan. 2 renews for 52 weeks *Rhythm Rally, Melody Souvenirs* and *Songs to Remember* on Texas Quality Network, Mon., Wed. and Fri., 8:45-9 a. m. Agency: Tracy-Locke-Dawson, Dallas.

BELEM PRODUCTS Co., Houston, Tex. (Lacao Belem), on Dec. 30 renewed for 52 weeks *Bruce Layer* on Texas Quality Network, Fri., 6:45-7 p. m. Agency: Giezendanner-Gilliam and Co., Houston.

JERGENS-WOODBURY SALES Corp., Cincinnati, on Jan. 1 renews for 13 weeks *Walter Winchell* for lotion, on 62 NBC-Blue stations, Sun., 9:30-9:45 p. m. (repeat, 11-11:15 p. m.). Agency: Lennen & Mitchell, N. Y.

JERGENS-WOODBURY SALES Corp., Cincinnati, on Jan. 1 renews for 13 weeks *Hollywood Playhouse* for Woodbury soap and cosmetics on 61 NBC-Blue stations, Sun., 9-9:30 p. m. (repeat, 10:30-11 p. m. Agency: Lennen & Mitchell, N. Y.

AMERICAN TOBACCO Co., New York (Half and Half), on Jan. 1 renews for 13 weeks *Ben Bernie* on 44 CBS stations, Sun., 5:30-6 p. m. Agency: Young & Rubicam, N. Y.

MENNEN Co., New York (shaving cream), on Jan. 15 renews for 13 weeks *The People's Rally* on 11 MBS stations, Sun., 3:30-4 p. m. Agency: H. M. Kiesewetter Adv., N. Y.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Dec. 26 renewed for 52 weeks *Voice of Experience*, heard live on 58 MBS stations and transcribed on 15 Southern stations, Mon., Wed., and Fri., 1:45-2 p. m. Agency: Erwin, Wasey & Co., N. Y.

R. U. DELAPENHA & Co., New York (marmalade) on Dec. 6 renewed 26 participations in *Gretchen McMullen* program on 2 Yankee stations, twice weekly, 2:30 p. m. Agency: Gotham Adv. Co., N. Y.

BAYUK CIGAR Co., Philadelphia, on Dec. 26 renewed for 18 weeks Sam Balter's *Inside of Sports* on 14 MBS stations and 4 Don Lee stations, Mon. thru Sat., 7:45-8 p. m. Agency: Ivey & Ellington, Philadelphia.

GOSPEL BROADCASTING Assn., Los Angeles, on Jan. 1 renews *Old Fashioned Revival* on 86 MBS stations for 25 weeks, Sun., 9-10 p. m. Agency: R. H. Alber Co., Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), on Dec. 21 renewed *Gang Busters* for 13 weeks on 46 CBS stations, Wed., 8-8:30 p. m. Agency: Benton & Bowles, N. Y.

Network Changes

JERGENS - WOODBURY SALES Corp., Cincinnati (soap) on Jan. 15 shifts West Coast rebroadcast of *Woodbury Playhouse* on 19 NBC-Pacific Red stations, Sunday, from 7:30-8 p. m. (PST), to 4-4:30 p. m.

TYRONE POWER, film actor, on Jan. 1 replaced Charles Boyer in *Woodbury Playhouse* program, sponsored by Jergens Woodbury Sales Corp., on NBC-Red.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), adds WOAI and KVOO to *The Gospel Singer* on NBC-Red.

GOSPEL BROADCASTING ASS'N, Los Angeles, on Dec. 19 added WSAY and WMBO to the *Old Fashioned Revival* on MBS-Don Lee.

GEORGE W. LUFT Co., Long Island City, New York (Tangee cosmetics), on Jan. 3 shifts *The Right Thing to Do* on 4 NBC-Red stations from Mon. to Tues., 7:45-8 p. m. Agency: Warwick & Legler, N. Y.

McK. & R. Continues

WILLIAM J. WARDELL, Federal trustee of McKesson & Robbins, Bridgeport, Conn., has announced that, despite the recent sensational developments in the company's career, advertising and all other normal activities will continue without change. Current radio promotion is confined to a quarter-hour program, *Joyce Jordan, The Girl Interne*, heard five times weekly on 10 CBS stations for Calox Tooth Powder and Solidified Abolene.

THELMA PRESCOTT, formerly with the European edition of the *New York Herald-Tribune*, has joined NBC to produce fashion shows in the women's television department.

SIGNAL OIL Co., Los Angeles on Jan. 17 shifts *Signal Carnival* on NBC Pacific Red to Tues., 9:30-10 p. m. (PST).

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Jan. 10 switches *Big Town* with Edward G. Robinson on CBS, from Hollywood to New York for three weeks or more.

JERGENS-WOODBURY Corp., Cincinnati (soap), on Jan. 1 will replace Charles Boyer with Tyrone Power on *Hollywood Playhouse* on 46 NBC-Blue stations, Sun., 9-9:30 p. m.

AURORA LABORATORIES, Chicago (Clear-Again) on Jan. 4 will start *Stella Unger*, the Hollywood News Girl, on 38 MBS stations, Mon., Wed., Fri., 1:15-1:30 p. m. Agency: Erwin, Wasey & Co., New York.

MODERN FOOD PROCESS Co., Phila. (Thrivo Dog food), on Jan. 1 shifts *Dog Heroes* on 11 NBC-Blue stations from 3-3:15 p. m. to 5:45-6 p. m. Agency: Clements Co., Phila.

"The Crystal Specialists Since 1925"

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC

Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific RADIO SERVICE

124 JACKSON AVENUE

University Park

HYATTSVILLE, MARYLAND

Universal AIRMASTER Microphones

A new constant air-velocity super-microphone. Notable for fidelity of tone, sensitivity and wide range pickup. Freq. range 30 to 12,000 CPS. Output level -62 db. Includes 3-prong lock ring plug and 25 ft. rubber covered cable.

Model AV-H, high impedance (direct to grid); AV-P, to match 500 ohms line; AV-L, to match 200 ohm line; and AV-D, 33 ohms to match inputs, mixers or other low impedance lines.

Microphone Division

Universal Microphone Co., Ltd.

INGLEWOOD, CALIFORNIA U.S.A.

Gates Remote Equipment—

"Does a Better Job at a Lower Cost"

GATES RADIO & SUPPLY CO. Quincy, Ill.

Merchandising & Promotion

Holiday Spirit—Jerry's Circus—Phil's Books—Black Flame—Topeka Pastry—File Folder

SOUVENIRS ranging all the way from potatoes to mistletoe were presented to trade friends over the holiday period by broadcasting stations. Among the souvenirs were:

WMEX, Boston, letter openers.

KIDO, Boise, Idaho potatoes.

WGAR, Cleveland, fillers for its memo pads.

WCOP, Boston, calendar pad.

KWOC, Poplar Bluff, Mo., pencil.

WKY, Oklahoma City, mistletoe.

WLAW, Lawrence, Mass., plastic ash tray.

KPQ, Wenatchee, Wash., apples.

KFEL, Denver, Colorado celery.

KDYL, Salt Lake City, sent celery at Thanksgiving.

George Hollingbery, Chicago rep, Jones Dairy Farm products.

WRVA, Richmond, Va., Edgeworth sampler kits and initialed pipe.

WBAP, KGKO, Fort Worth, razor blades.

Henry J. Kaufman agency, Washington, keyring flashlight.

WBBM, Chicago, RCA transcription of its Round-the-World recording made during Air Mail Week and Winner of the McNinch award.

KITE, Indianapolis, giant pencil.

KTSA, San Antonio, transcribed greeting.

Major Bowes, miniature gong.

Western Electric Co.; package of replicas of humorous trade advertisements.

KTAR, Phoenix, Ariz., fresh dates.

* * *

7 Up in Denton

SEVEN UP BOTTLING Co., Denton, Texas, (beverage), as part of its promotional campaign for *We, the Jury*, transcribed series on KDNT, that city, uses weekly copy in the daily newspapers, three county weeklies and two college publications, as well as 200 window cards and banners on all trucks. Firm awards a case of 7 Up weekly for the best letter and correct verdict sent in by a listener. Supplementary prizes are also awarded. Transcribed series is produced by 20th Century Radio Productions, Hollywood.

* * *

KSFO Auto Medallions

ALL STAFF members of KSFO, San Francisco, are securing medallions with the station insignia for their automobiles. Medallions were designed by Chief Engineer Royal V. Howard and are polished aluminum on a deep blue background. The medallion carries the station's call letters and the CBS initials.

* * *

Fun With Joe

JOE CREAMER, ace promotion director of WOR, Newark, is author of an article titled *Let 'Em Have Laughter*, recounting the methods he employs in writing human interest advertising copy for WOR's trade promotion, appearing in the December edition of *Pickups*, Western Electric house organ.

* * *

Halifax Nudge

CHNS, Halifax, Nova Scotia, publishes *Nudge*, a merchandising monthly, full of merchandising and radio ideas, and illustrations of CHNS radio stars.

Sales That Speak

UNDER caption, "Sales Tales", KSTP, St. Paul, has issued a promotion folder telling of the response to a test offer of a post card photograph in connection with the transcribed program *Jerry of the Circus*, sponsored by Zinsmaster Baking Co., that city. Folder reproduces a letter of recommendation from Harry W. Zinsmaster, president of the firm, and relates that only three spot announcements on this program brought in 2,023 requests from 79 counties in five States. Program is produced by Radio Transcription Co. of America, Hollywood.

* * *

New "World News" Press

JANUARY issue of *World News*, WBS house organ of news and gossip about World programs, personnel and advertisers, appeared as a 12-page magazine, printed in two colors on coated stock. Publication will henceforth be bi-monthly instead of monthly as heretofore, but will be supplemented with bulletins to keep readers informed of current World events.

* * *

Their Own Commercials

KTRB, Modesto, Cal., has purchased a Presto recorder and takes it to the stores of local advertisers for recording of personalized commercial announcements by owners, managers and salesmen. The recordings in turn are used on the sponsor's program, instead of the announcer on duty making the commercial.

* * *

Talcum for Corn

MINNESOTA Corn Canneries, sponsoring a participation period on KGO *Home Forum*, San Francisco, is offering a dispenser for face or talcum powder in return for a label from a can of Butter-Kernel Golden Bantam Corn, plus ten cents. Recipe leaflets also are being sent on request of the listeners.

* * *

Shotgun Message

WADDED in a shotgun shell, WRC-WMAL, Washington, have distributed a combination cartoon merchandising strip with a "double-barreled" hunting theme.

Cook's Books for Shut-ins

NEARLY 18,000 books arrived at CBS headquarters in New York as a result of Phil Cook's plea on behalf of hospitals and shut-ins during his *Morning Almanac* program on WABC, New York. Listeners from Dec. 5 to Dec. 16 were invited to send or bring books to the offices of CBS, where they were forwarded to members of the United Hospital Fund and the Shut-In Society. The program, which is also transmitted by shortwave on W2XE, brought books from as far west as California, and one from a listener in Lancashire, England.

* * *

A Baby's Fate

TIED IN with its show for Medaglia d'Oro coffee on WBIL, New York, S. A. Schronbrunn & Co. is conducting a letter-writing contest among listeners to determine whether a baby, found by the show's characters in the story, should be kept or turned over to an institution. The best letter and solution to the problem wins a 17-jewel wrist watch, and other prizes include a radio, an electric chime clock and nine imported Italian percolators.

* * *

WLW, Sponsor Are Hosts

AS A goodwill gesture toward Cincinnati dairymen, WLW, Cincinnati, and the Dari-Rich Co. were hosts at a party for local dairy executives Dec. 15 in Hotel Netherland Plaza. Guest of honor was Milton Caniff, author-artist of *Terry & the Pirates*, which is broadcast over WLW and other stations for the Dari-Rich Co. Caniff was introduced by Don Bowey, president of Dari-Rich.

* * *

WPEN Auditorium

WPEN, Philadelphia, recently opened its 650-seat auditorium to sponsors, allowing them to place window displays and other promotional copy in various section of the hall as an added merchandising service. The auditorium is also used by Mabel Love and her *Women's Club* program, in addition to other shows, and hundreds of potential customers see the sponsors' display, WPEN reports.

* * *

Sam's Third Renewal

KSFO, San Francisco, has mailed 2,000 letters to retail grocers in Northern California to announce the third consecutive renewal of the Coca Cola *Singin' Sam* series. The letters are in the form of bulletins to be posted in stores for information of sales staffs.

WORL, BOSTON, built its exhibit for the Boston World's Fair around copies of BROADCASTING, sponsors' products and photographs of the staff.

Bethlehem Cards

KYW, Philadelphia, sent out over a thousand Christmas greetings bearing a Bethlehem, Judea, postmark, the only mail from Bethlehem to reach this country in several weeks. The idea was conceived in November by Lambert Beeuwkes, KYW sales promotion manager. With cooperation of Thomas Cook & Sons, the cards were mailed Nov. 8. They were convoyed in Palestine by British troops. The government there consented to release the official Bethlehem stamp from chancery where it had been placed when the postoffice was fired.

Voice of the Lens

WEEKLY show on WBBM, Chicago, titled *The Camera Talks* is sponsored by Candid Camera Corp. of America, Chicago, and offers weekly prizes of two Perfex cameras. Winners submit pictures of events that have played important or unusual parts in the fan's lives, accompanied by 500-word stories. Further merchandising tie-in lies in the judges named: Charles Bass, president of Bass Camera Co.; M. Reigan, camera buyer for Fair Store; L. Kaufman, buyer for Central Camera Co.

* * *

Amazon Explorers

HICKOK OIL Corp., Toledo, (gasoline), sponsoring the five-weekly quarter-hour transcribed *Black Flame of the Amazon* on 11 Michigan and Ohio stations, reports that in three weeks 450,000 juveniles joined its Hi-Speed Junior Explorers Club in response to the program. Club is named after the sponsor's gasoline, and application is made through Hi-Speed gasoline stations. Transcribed series is produced and cut by Aerogram Corp., Hollywood.

* * *

Fruit for Charity

AT *Boone County Jamboree* on WLW, Cincinnati, Dec. 23, admission was granted for fruits, vegetables or any other foodstuffs, and no member of the cast was permitted on stage without making a similar contribution at the door. Receipts were turned over to local charity and Christmas organizations for distribution among needy families.

* * *

New WLS Album

WLS, Chicago, has published the 1939 edition of the *WLS Family Album*, picturing WLS artists, personnel and studio facilities. During the last eight years, WLS reports, listeners have bought 410,000 copies of the *Album* as it appeared each year.

* * *

Cake From Topeka

PROOF of the pudding is in the eating, says WIBW, Topeka, as it distributes to prospects a chunk of cellophane-wrapped fruit cake. Cake and merchandising message, printed in holiday colors, are sent in a gilt-covered box.

* * *

Folder in File

WGAR, Cleveland, has published a promotional brochure designed as a business file, with the station's story on letterhead-size paper in a blue correspondence folder.

THE PLAY'S THE THING!

THE formula used by the Nation's Station to produce successful dramatic shows is very simple.

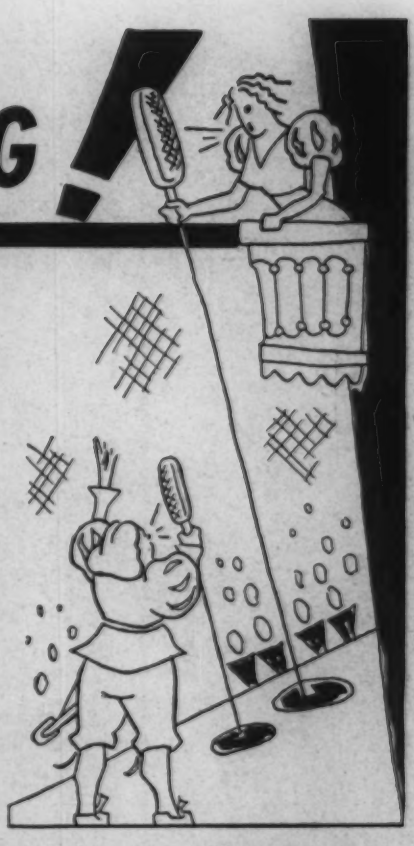
We are not trying to impress ourselves with colossal productions, nor to build dramatic programs to amuse our talent. We build them for our millions of consumer listeners.

We accomplish our objective through these means:

1. The most versatile and best balanced dramatic stock company possible.
2. Trained free-lance talent available when new voices and personalities are required.
3. A production staff composed of men who have many years of stage, as well as radio experience back of them, to direct our dramatic productions.
4. Carefully chosen writers skilled in preparing all types of dramatic scripts.
5. Constant experiments in engineering and sound effects to create more effective dramatic productions.
6. Coordination of all departments to keep production "in the groove" from idea to microphone.

These things, we believe, make WLW particularly adaptable to build and successfully sustain dramatic shows that command listener interest.

Owen Vinson
WLW *Program Director.*



PAULINE HOPKINS, *(above, left)* author of "The Mad Hatterfields" and "Midstream", WLW's two outstanding script shows, discusses a scene with Mama Hatterfield (Bess McCammon) and Nicki Powers (Duane Snodgrass). Rikel Kent *(lower, center)*, ace WLW Production Man, goes over a "Midstream" script with part of the cast including Wilda Hinkle, James Leonard, announcer, Jack Marks, Mary Jane Croft and Lon Clark. WLW includes 50 members in its staff and spot dramatic department.

"THE MAD HATTERFIELD" cast, *(above, center)* go over a script with W. Ray Wilson, production man. Selective casting combined with careful rehearsing makes "The Mad Hatterfields" one of radio's most delightful script shows. *(Above, right)* Rolly Hatterfield (William Green) and Caleb, the family butler (Harry Cansdale). Other current outstanding WLW dramatic productions include Dr. Kenrad Unsolved Mysteries, The Nation's Playhouse, and True Detective Mysteries.

These things too, we think, are part of the story of WLW

From 10 Kilowatts to 50!...

New U-shaped RCA 50 kilowatt High Fidelity transmitter just installed at WWL. It is Model 50-D.

WWL FORGES AHEAD WITH RCA EQUIPMENT!

Here is the beautiful modern new building which houses WWL's new 50 kilowatt RCA transmitter.

For the 2nd time WWL gets a new RCA Transmitter —proof of the fine service this equipment renders!

During the years since it began broadcasting, WWL, New Orleans, has expanded from 10 kilowatts to 50 kilowatts. The original 10 kilowatt transmitter was an RCA.

And now—WWL broadcasts to listeners in New Orleans and vicinity with a brand new 50 kilowatt RCA transmitter.

The owners of WWL have consistently chosen RCA equipment because they have been more than satisfied with the consistently fine job RCA transmitters do. You, too, will get equally fine service from an RCA transmitter—at moderate cost. Two splendid lines—the deluxe line and the economy line—for you to choose from. Full details from your nearest district office.

Use RCA radio tubes in your station—for finer performance.

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. · Chicago: 589 E. Illinois St. · Atlanta: 530 Citizens & Southern Bank Bldg. · Dallas: Santa Fe Bldg. · San Francisco: 170 Ninth St. · Hollywood: 1016 N. Sycamore Ave.

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